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There is statistical evidence to show that the expansion of a nation's economy is paralleled by the expansion of its media. Almost 70 per cent of the world's population, spread over 100 countries, does not have basic mass information facilities. These areas are always underdeveloped and lack facilities for formal education. It is a principle of the United Nations that freedom of information is a basic human right, and that is the reason for this report. It describes past efforts, both by special agencies and by United Nations organs, to develop information media, and sketches the problems of developing information media in society, focusing on the problems as they exist in South East Asia, Latin America, Africa, the Middle East, and other areas. It offers recommendations, first in general terms, and then according to media: news agencies, press, radio, film, and television. The report concludes with a discussion about financing a development program. References are provided. (Author/GO)

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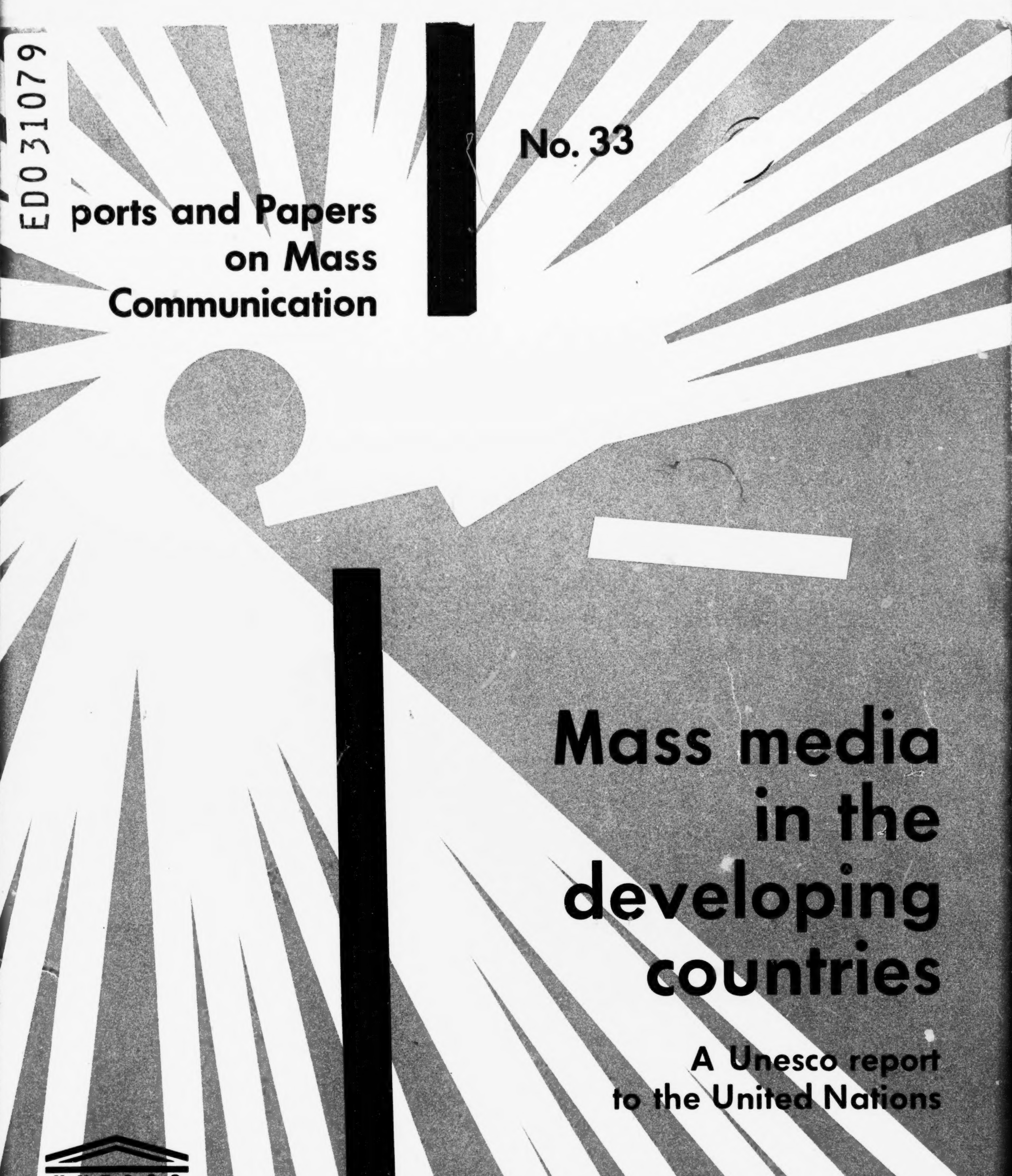

Mass media in the developing countries

A Unesco report
to the United Nations

UNESCO

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Mass media in the developing countries

A Unesco report to the United Nations

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FOREWORD

The United Nations has been concerned since its inception with assisting the less developed countries to develop their press, radio broadcasting, film and television. In order to explore the possibilities of an expanded programme in this field, the Economic and Social Council in the spring of 1959 requested Unesco to carry out a world survey with suggestions as to the action that might be taken.

Unesco has been conducting the survey by means of a series of meetings in the regions concerned, bringing together experts in the information media as well as representatives of governments and of international organizations. Each meeting was to draw up for its region a concrete programme for development of the information media.

The first meeting, for South East Asia, was held at Bangkok in January 1960; the report of that meeting was published as No. 30 of the present series of Reports and Papers on Mass Communication. The second meeting, for Latin America, was convened at Santiago, Chile, in February 1961; its report has been published as a separate Unesco document (MC/41). The third meeting, for Africa, is to be held at Addis Ababa early in 1962.

Unesco was requested by the United Nations to submit a first report, prior even to the completion of the series of meetings. In submitting the report, the Director-General of Unesco observed that its preparation had been guided by two premises:

> *"The first is that a prerequisite to freedom of information is the existence of adequate mass communication facilities. Nearly 70 per cent of the total population of the world, living in more than 100 countries, at present lack these facilities to a degree that denies them full enjoyment of this basic human right. The second premise is that development of the information media forms part of economic development as a whole and therefore may be assisted by resources drawn from technical assistance programmes. Such assistance in the mass communication field is of growing importance at a time when the underdeveloped countries are seeking to attain in a matter of years a level of advancement which it has taken the developed countries centuries to achieve."*

The Unesco report was considered by the Commission on Human Rights in February-March 1961 and by the Economic and Social Council in April 1961. On the recommendation of the Commission, the Council adopted a resolution, the full text of which is given on the following page.

The report suggests action which could be carried out not only within the United Nations, but also by governments and mass media organizations and enterprises. It is hoped that the present publication will help to stimulate such action as part of a broad effort to develop the information media in less developed countries.

RESOLUTION
ADOPTED BY THE ECONOMIC AND SOCIAL COUNCIL
(APRIL 1961)

The Economic and Social Council,

Recalling General Assembly resolution 1313 (XIII) of 12 December 1958 and Part I of resolution 718 (XXVII) of 24 April 1959 which requested the United Nations Educational, Scientific and Cultural Organization to forward its report and recommendations to the Commission on Human Rights and the Economic and Social Council,

1. Expresses its appreciation to the Director-General of the United Nations Educational, Scientific and Cultural Organization for the report and recommendations concerning the development of information media in underdeveloped countries;(1)

2. Commends the United Nations Educational, Scientific and Cultural Organization for the work it is doing in furthering the development of information media in less developed countries, and in particular commends it for stressing the importance of the part played in education and in economic and social progress generally by the development of information media;

3. Requests the United Nations Educational, Scientific and Cultural Organization to continue actively to further this programme, in consultation with the United Nations and other Specialized Agencies concerned;

4. Draws the attention of Member States to the possibilities of action and international co-operation in promoting the development of national information media in the less developed countries, such as those dealt with in the report and recommendations prepared by the United Nations Educational, Scientific and Cultural Organization on the establishment and expansion of national news agencies, newspapers and periodicals, radio broadcasting, film and television in the less developed countries by:

(a) Programmes for the development of their national information media as part of their planning for economic and social development;

(b) The establishment of national committees to assist in formulating and carrying out programmes for the development of information media;

(c) The inclusion of appropriate mass communication development projects in their technical assistance programmes and in bilateral and multilateral aid programmes for economic and social development.

(d) The establishment of national training programmes for professional and technical personnel and research in the use of information media;

(e) The consideration of their present and future needs for information media in planning their communication and transport services;

(f) The examination of the possibility of concluding bilateral and multilateral agreements and of the desirability of adopting fiscal, tariff and other measures designed to facilitate the development of national information media and the free flow of accurate and undistorted information within and between countries in the light of the overall financial and material resources;

(g) The establishment or extension of national professional associations as essential elements in their mass media programmes;

5. Recommends that the governments of the more developed countries co-operate with less developed countries with a view to meeting the urgent needs of the less developed countries in the development of independent national information media, with due regard for the culture of each country;

6. Invites the Technical Assistance Board, the Special Fund, the Specialized Agencies concerned, the regional economic commissions and other public and private agencies and institutions to assist, as appropriate, the less developed countries in developing and strengthening their national information media;

7. Requests the United Nations Educational, Scientific and Cultural Organization to prepare, in consultation with the United Nations and other Specialized Agencies concerned, a further report containing specific recommendations to the Commission on Human Rights on additional concrete measures that might be undertaken through international co-operation to meet difficulties with which less developed countries are confronted, taking into account the results of the regional meeting held in Santiago in February 1961 and the one to be held in Addis Ababa in 1962 (resolution 819A (XXXI)).

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(1) E/3437 and Add.1.

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CHAPTER ONE*

PAST EFFORT TO DEVELOP THE INFORMATION MEDIA

INITIAL EFFORTS

International effort to assist development of the information media began some 40 years ago, when professional organizations of the press took up the issue. Their efforts had been prompted by the rapid expansion of international reportage and of telecommunication techniques during the First World War.

In 1921 the Press Congress of the World, an international organization of newspaper editors and publishers founded in San Francisco in 1915, met at Honolulu and urged the reduction of rates and the extension of facilities for the transmission of news by cable and radio. Meeting at Geneva in 1926, the Press Congress recorded that it had succeeded in securing the exchange of news at low rates by radio-telegraph between the United States of America and East Asia. The Congress urged the convening of an international conference to study the problems of news transmission. Turning to problems of professional training, it recommended an increase in the number of schools of journalism, the improvement of their standards and a wider international exchange of journalists and technicians. In the same year the first Pan-American Congress of Journalists, convened by the Pan-American Union at Washington, D.C., dealt, inter alia, with the establishment of schools of journalism in Latin America and the abolition of import duties on newsprint.

In 1927 the League of Nations took the first action on a broad intergovernmental level in this field when it convened at Geneva a meeting of representatives of news agencies, newspapers, international organizations of journalists and government press services. The purpose of the meeting was to seek ways of assuring the cheaper and more rapid transmission of news with a view to reducing risks of international misunderstanding. Subjects considered by the meeting included the lowering of press rates, the improvement of communication and the training of journalists. Subsequent meetings of press experts convened by the League in 1932 and 1933 dealt largely with measures to prevent the diffusion of false and inaccurate news. These issues likewise engaged the attention of professional organizations, such as the International Federation of Journalists and the International Federation of Associations of Newspaper Managers and Publishers, in the years preceding the Second World War.

ACTION BY UNITED NATIONS ORGANS

During the war, the news agency, press, radio broadcasting and film enterprises of many countries in Asia, Europe and Africa suffered heavy losses of equipment and personnel. The reconstruction of facilities in these areas became an urgent concern of the United Nations and its competent Specialized Agencies. In December 1946 Unesco, by decision of its General Conference, launched a survey of the needs of the information media in the war-devastated countries(1). The following year, by General Conference decision, the survey was broadened to include countries in Asia and Latin America which were handicapped by inadequate facilities(2). Subsequently, the survey was expanded to cover the rest of the world and served as a basis for certain concrete measures to assist Member States in developing their information media. These measures are described in the concluding section of this chapter. The information gathered in the course of this survey was published by Unesco in the form of a series of reports entitled Press, Film, Radio (Volumes I-V).

The United Nations Conference on Freedom of Information, convened at Geneva in 1948 and attended by representatives of 54 governments and observers from eight international organizations, had meanwhile considered possible means of remedying deficiencies in mass communication facilities throughout the world. The Conference noted that Unesco had already begun to help countries handicapped by an insufficiency of information media and urged that all assistance be given to the Organization in carrying out its task(3).

In addition, the Conference recommended measures to encourage the development of national news agencies, increase the availability of low-cost radio receivers and stimulate the production and improve the distribution of newsprint(4).

These resolutions were noted in 1949 by the United Nations Sub-Commission on Freedom of Information and of the Press, established by the Commission on Human Rights. The Sub-Commission recommended that, in considering the economic development of underdeveloped countries, the Economic and Social Council should pay special attention to the development of domestic information agencies. The Council took note of the Sub-Commission's recommendation in the same year and referred it to the Technical Assistance Committee of the Council (TAC) for consideration(5). In 1950 the TAC discussed the Council's resolution and decided that governmental requests for technical assistance for the development of information agencies would be considered in the normal manner by the Technical Assistance Board, which would then report to the TAC.

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* The formal sections of this report have been abridged for purposes of the present publication.

(1) References to conference resolutions and sources of information are listed on page 45.

Within a few months a mounting shortage of newsprint throughout the world stimulated concerted action by a number of United Nations Organizations. With the rehabilitation of the press in devastated areas, the spread of literacy and the expansion of the press in many of the underdeveloped countries, the demand for newsprint had rapidly increased in the post-war years. However, production of this vital commodity was largely concentrated in a relatively few technically advanced countries, with the underdeveloped countries relying almost wholly on imports for their supplies.

When the post-war shortage became acute in mid-1951, the General Conference of Unesco urged Member States to examine the question and invited the Economic and Social Council to mobilize the resources of the United Nations and the competent Specialized Agencies in a joint co-operative effort to solve the problem(6). Particular attention was drawn to the importance of research in the use of substitute raw materials for newsprint, of the increased production of wood pulp and of related economic and financial questions. In response to this appeal, the Council in September 1951, called for concerted action by producers, consumers, government and United Nations agencies(7).

The Conference of the Food and Agriculture Organization, at its sixth session in December 1951, unanimously recognized the gravity of the crisis and urged that the production of pulp and paper be increased. The FAO also decided to send expert missions under the Expanded Programme of Technical Assistance, at the request of Member States, to help prepare concrete plans of action. The United Nations General Assembly in January 1952 noted with satisfaction the action taken by Unesco, by the Council and by the FAO(8).

In mid-1952 the Economic and Social Council observed that the short-term situation concerning newsprint production and distribution had improved to the extent that immediate international action was not necessary(9). Nevertheless, the Council requested the Secretary-General of the United Nations, together with FAO, Unesco and the International Bank, to continue their efforts over a long-term period. Accordingly the FAO, as described in the concluding section of this chapter, undertook a programme of action, in co-operation with other United Nations agencies, to stimulate the production of pulp and paper, particularly in the underdeveloped countries.

Meanwhile the Sub-Commission on Freedom of Information and of the Press had re-examined the general problem of development of the information media. Early in 1952 the Sub-Commission recommended that the Economic and Social Council request Unesco to continue its studies and pursue its work on technical assistance for the development of independent domestic information agencies. The Sub-Commission also suggested that the Secretary-General, in conjunction with the Technical Assistance Committee of the Council and Unesco, report on the question as a whole to the Council. On the basis of this recommendation, the Council in mid-1952 invited the Secretary-General, in conjunction with Unesco, to study ways and means of encouraging and developing independent domestic information agencies and to report to the Council in 1953(10).

REQUEST FOR DEVELOPMENT PROGRAMME

The General Assembly, at its seventh session late in 1952, also discussed the problem and elaborated upon the above-mentioned resolution of the Council. In a resolution on information facilities in underdeveloped regions of the world, the General Assembly invited the Council to consider the desirability of expanding the area of its study and requested the Secretary-General in preparing the report requested by the Council, to elaborate "a programme of concrete action". The General Assembly cited various possible measures in this field and invited the Council to recommend to the organizations participating in technical assistance and other aid programmes that they give sympathetic consideration to requests from governments for assistance in improving information facilities(11).

In response to the requests of the Council and the Assembly, the Secretary-General, in conjunction with Unesco, prepared a report on the Encouragement and Development of Independent Domestic Information Enterprises. This report dealt with the main problems of developing news agencies, the press, radio broadcasting and film and concluded with what the Secretary-General described as "elements on the basis of which a programme might be formulated by the Council itself". The Secretary-General's suggestions dealt with such matters as the reduction of tariffs on essential materials, the lowering of press rates, professional training, the production and distribution of newsprint and regional collaboration in the development of the information media.

The Secretary-General's report was considered by the Economic and Social Council in 1954. The Council also considered the report of its Rapporteur on Freedom of Information, Mr. Salvador P. Lopez, who had reviewed certain aspects of the development of information media in his survey entitled Freedom of Information, 1953.

The Council drew the attention of governments to the suggestions for action presented in the Secretary-General's report, invited governments of underdeveloped countries to study the possibility of encouraging the development of existing, and the establishment of new or additional information media. The Council also drew the attention of these governments to the possibility of seeking technical assistance for such purposes from the United Nations, the Specialized Agencies and other intergovernmental organizations. It further recommended that Unesco intensify its activities to encourage the development of information media(12).

At the same time the Council urged increased action, under the technical assistance and other programmes, to promote the training of information personnel, "in view of the importance of adequate information as a factor of economic development"(13). In addition, the Council recommended to the Specialized Agencies and the Technical Assistance Administration that they give due consideration, under their Regular programmes and under the Expanded Technical Assistance programme, to governmental requests for aid which would be useful in promoting freedom of information(14). The Council also decided that, subject to the approval of the General Assembly, the Secretary-General should be authorized to render, at the request of Member States, services which did not fall within the scope and objectives of existing technical assistance programmes, in order to assist these States in promoting freedom of information. This recommendation was approved by the General Assembly in the same year, 1954(15).

In the meantime Unesco had been giving a certain amount of aid to Member States to assist them in building up their information media. It was not until 1954, however, that this activity was formalized by a decision of the General Conference of Unesco to provide aid to Member States, at their request, for the development of their mass communication services(16).

In 1955 the Economic and Social Council, noting the General Assembly's resolution referred to above, requested the Secretary-General to take steps, in collaboration with Unesco, to put into operation a programme to promote freedom of information by providing such services as experts, fellowships and seminars(17). In addition, the Council decided that a further study on the development of media of information would be highly desirable. It accordingly requested governments to transmit to the Secretary-General information on media of information existing in their territories, information on measures and plans for the development of the media, and recommendations and suggestions for possible action on the international plane for the development of the media in underdeveloped countries(18). The Council also requested the Secretary-General, in consultation with Unesco, to prepare an analysis of information and recommendations received and to present on the basis of this analysis "elements necessary for the formulation by the Council of a programme of concrete action and measures on the international plane which could be undertaken for the development of information enterprises of underdeveloped countries, with an evaluation of the material, financial and professional requirements and resources for the implementation of this programme".

REGIONAL APPROACH SUGGESTED

In a report to the Council early in 1957 on Media of Information in Underdeveloped Countries, the Secretary-General stated that he did not believe it was possible, on the basis of replies received from governments, to present a useful statement on the elements that would be necessary for the formulation of the programme envisaged by the Council. However, he observed that since countries in a number of main regions have common problems and common needs, the inquiry might be effectively pursued by means of a series of regional meetings of experts in the mass media and of representatives of the underdeveloped countries. Representatives of underdeveloped countries might be able to present a detailed picture of their special problems and needs; the experts would be in a position to offer advice on how to meet such needs. "Jointly, experts and government representatives might be expected to draw up in a practicable and scientific manner" the programme desired.

After considering the Secretary-General's report in April 1957, the Council requested Member States which had not already done so to transmit to the Secretary-General the information requested of them(19). The Council also invited the Secretary-General to complete and submit to the Council, not later than at its twenty-seventh session early in 1959, the analysis of elements needed for the formulation of a programme, taking into account any recommendations which the Commission on Human Rights might make as a result of its consideration of the problem of information media in underdeveloped countries.

The Commission on Human Rights had meanwhile established a Committee on Freedom of Information which was required, inter alia, to report to the Commission on action that should be taken to develop the information media and improve their utilization(20). Later in 1957 the General Assembly requested the Economic and Social Council to invite the Commission, when examining the report of its Committee on Freedom of Information, "to give special attention to developing media of information in underdeveloped countries" and to transmit to the General Assembly the Commission's report on these matters, together with the Council's recommendations(21).

The report of the Committee on Freedom of

Information, considered by the Human Rights Commission early in 1958, contained a series of suggestions on the development of information media in underdeveloped countries. These dealt with such matters as professional and technical training, the production of newsprint, the establishment of low press rates, the manufacture of low-cost radio receivers and technical assistance for specific development projects.

The Commission, after considering its Committee's report, requested the Economic and Social Council and, through it, Unesco and the other Specialized Agencies concerned, to initiate action to implement the Committee's suggestions on the granting of assistance to the underdeveloped countries in building up adequate information media which could facilitate the free flow of accurate and undistorted news and information. The Commission asked that reports from Unesco and other Specialized Agencies on the work undertaken in response to this request, and on the problems encountered, be transmitted to it for consideration at its fifteenth session early in 1959(22).

The Council at its twenty-sixth session in mid-1958 requested the Commission to complete, at its fifteenth session, its recommendations on freedom of information in the light of its Committee's report and the comments of governments, Specialized Agencies and non-governmental organizations on that report(23).

GENERAL ASSEMBLY DECISION

The General Assembly at its thirteenth session late in 1958 reviewed the various decisions taken by the Council and the Commission and expressed the hope that the Council at its twenty-eighth session in 1959 would formulate a programme of concrete action and international measures for the development of information media in underdeveloped countries. The General Assembly also invited the Council to request the Commission on Human Rights to arrange for constant review of the problems of providing technical assistance to underdeveloped countries in the information field and to report regularly to the Council on progress achieved. Finally, the General Assembly invited Unesco and other interested Specialized Agencies to formulate concrete proposals to assist the development of information media in the less developed countries and to include an account of their efforts on this and other aspects of freedom of information in their annual reports to the Council(24).

Concurrently with this action by the General Assembly, the General Conference of Unesco approved the convening of a meeting of government representatives and experts of the information media in South East Asia in 1960 to draw up proposals for the development of the media in that region(25). This action was guided by the regional approach suggested by the Secretary-General in 1957. "If this first meeting should yield positive results", the Director-General stated in a report on Development of Media of Information in Underdeveloped Countries to the Economic and Social Council early in 1959, "similar ones might be held for Latin America, Africa and the Middle East. It might thus be possible, in due course, to formulate for the various regions of the world the type of development programme which the General Assembly and the Council have requested".

In a concurrent report to the Council on Development of Media of Information in Underdeveloped Countries, the Secretary-General of the United Nations stated that the further replies from governments pursuant to the Council's requests of 1955 and 1957 contained a number of interesting ideas and complemented the information and suggestions previously forwarded. The Secretary-General added, however, that he still did not feel that the body of information, suggestions and ideas contained in the replies permitted him to discharge in a practical and realistic manner the Council's original request to present elements necessary for the formulation of a development programme. At the same time, he drew attention to the General Assembly's decision at its 1958 session, inviting the Council to request the Commission on Human Rights to arrange for constant review of the problems of providing technical assistance to underdeveloped countries in the information field. He recalled that at its twenty-sixth session in mid-1958 the Council had acted to ensure that the Commission's report on this problem would be before the Council at its twenty-seventh session in April 1959.

The Commission on Human Rights in March 1959 considered the report of the Secretary-General, the memorandum by the Director-General of Unesco and the report of its Committee on Freedom of Information, already mentioned. The Commission decided to review developments affecting freedom of information, including the problems of providing technical assistance to underdeveloped countries in the information field, as a regular item on its agenda(26). It also recommended that the Economic and Social Council adopt a two-part resolution: Part I proposed that Unesco be invited to undertake a survey on the problems of providing technical assistance to underdeveloped countries in the field of information; Part II proposed that the Secretary-General be requested to prepare an annual report on developments affecting freedom of information and a substantive report, for submission to the Council in 1961, on developments in that field since 1954. The reports requested of the Secretary-General were to include information on the development of information media in the underdeveloped countries. The Economic and Social Council adopted this two-part resolution at its twenty-seventh session in April 1959(27). Subsequent action by the Commission and Council in 1961 is indicated in the Council resolution, the text of which appears on page 5 of this publication.

AID FOR THE INFORMATION MEDIA

Paralleling the decisions, described above, which have been taken by the United Nations and the interested Specialized Agencies, a limited programme of practical action has been carried out to encourage the development of information media in the underdeveloped countries. An account of this programme will provide examples of the types of assistance which have been rendered through international action, and will also indicate the existing pattern for concerted effort in this field by the United Nations family. It should be noted that following the General Assembly decision of 1958, referred to above, technical assistance resources have become generally available for the development of the mass media, but still only to a limited extent.

United Nations

Following the inauguration in 1949 of the United Nations programme of Technical Assistance, the Technical Assistance Administration administered a number of projects of the International Telecommunication Union to help the underdeveloped countries improve and expand their telecommunications services, which are essential to the functioning of the information media. Under this arrangement, ITU experts were sent to advise telecommunication administrations in these countries and fellowships were awarded to enable their specialists to study highly developed systems abroad.

Pakistan, for example, received a team of experts who advised on the establishment of a modern telecommunication system, with radio communication links to other countries. Experts assisted in the establishment of a radio-telephone system in Afghanistan; in the expansion of broadcasting in Lebanon; and in reorganizing telegraph and telephone services in Iran, Iraq, Saudi Arabia, United Arab Republic (Syria) and Yugoslavia. Local staff were trained by missions in Malaya, the Republic of Korea, Ethiopia and El Salvador, and in Ethiopia an ITU mission assisted in setting up a telecommunications institute for training and research. Meanwhile telecommunication specialists were sent from a number of less developed countries to study in Europe and North America.

Under its programme to encourage industrial development, the United Nations dispatched experts to advise on the production of paper, including newsprint, in Ceylon, Colombia, India, Israel and Pakistan. A TAA-FAO mission assisted in establishing paper mills in the Philippines, and Yugoslavia received advice on the production of newsprint and of telephone, radio broadcasting and television equipment.

Unesco has conducted a broad programme to assist in improving mass communication techniques and developing the information media in underdeveloped countries. This programme has included the dispatch of expert missions, the holding of expert meetings, the conduct of research, the publication of studies and assistance in establishing international centres for training in journalism.

During and following its post-war survey of information facilities in underdeveloped areas, Unesco dispatched a number of expert missions to Africa, Asia and Latin America and awarded fellowships to information specialists in those regions for specialized training abroad. This assistance has been utilized, for example, in the development of national news agencies, the improvement of printing techniques and the organization of educational broadcasting services and film institutes.

Seminars and technical meetings have been on various subjects, including the production and use of audio-visual materials for education, the exchange of radio broadcasts and the use of television for education. In addition, experiments and pilot projects have been conducted in the use of radio, film and television for education in rural areas.

In the field of radio, for example, Unesco in 1960 held a regional training course in Khartoum for Arabic-speaking broadcasting personnel and assisted several African countries in organizing their broadcasting services. In the film field, the Organization has helped to stimulate the production and distribution of documentary films in Latin America and South East Asia, and assisted in establishing at Mexico City the Latin American Institute for Educational Films (ILCE), which promotes the use of audio-visual aids in education. Similarly, the use of television in education has been encouraged through experiments in community reception in various countries.

Many of these efforts are based on research in the development and use of the media in areas which are less advanced industrially. For example, Unesco has studied the development of radio reception facilities suitable for tropical countries; of film equipment that can be used in non-electrified areas; and of composing and printing machinery suitable for vernacular languages and small-circulation newspapers. Unesco's main rôle in research, however, has been to help co-ordinate the rapidly growing activities undertaken both in the advanced and less advanced countries.

Research in this and other fields has been made available to specialists in the form of published studies on various aspects of mass communication, such as the organization of news agencies, the production of newsprint and other printing paper, low-cost radio reception, film production and the training of information personnel. Inequalities in the distribution of mass media facilities have been highlighted in a number of Unesco studies and notably in World Communications, which is published periodically and gives a country-by-country account of the distribution of such facilities throughout the world.

In recent years Unesco has devoted increasing attention to training for journalism in all the media and particularly to means of improving training standards. To further this objective, the Organization assisted in establishing an institute for higher studies in journalism at Strasbourg University, France, to serve Europe and adjacent countries, and a similar centre for Latin America at the Central University of Ecuador (Quito). For Africa, Unesco held a regional seminar on teacher training early in 1961 at Dakar, Senegal and will organize a similar seminar for South East Asia at Manila later in the year.

Certain current activities stem from the two Unesco meetings, held at Bangkok in January 1960 and at Santiago, Chile in February 1961, on the development of the media in South East Asia and Latin America respectively (see Foreword). During 1961-1962 further study will be made of possible measures to promote the development of national news agencies, the expansion of newspapers and increased technical co-operation between film, radio and television services in those two regions.

Similar action is being taken in Africa, During 1961-1962 a concerted effort is being made to develop broadcasting in Tropical Africa as a means of helping to meet the urgent needs of education. Late in 1961 a meeting will be held at Dar-es-Salaam, Tanganyika, of directors of broadcasting organizations and of directors of education to draw up development plans in this field. Meanwhile, assistance has been given to Togo through an expert mission which has advised on the development of the press, radio broadcasting and news services of that country.

International Telecommunication Union

The International Telecommunication Union has for a number of years assisted its member countries in organizing their telecommunication departments; constructing, operating and maintaining their telegraph, telephone and radio communication systems; and training personnel in all branches of telecommunications.

Since 1952, the ITU has intensified this effort through participation in the United Nations Expanded Programme of Technical Assistance. Under this programme, the Union has helped to reorganize and improve existing telecommunication systems and build new networks in underdeveloped countries requesting aid. Many of these projects have related to radio communications and reflected a growing desire among the underdeveloped countries to extend their relations with other countries and advance their national economy by means of an efficient and relatively inexpensive medium. At the same time, the ITU has assisted in developing communications by land wire and ocean cable.

A number of ITU development projects are referred to in the foregoing account of the work of the United Nations in the telecommunication field. The ITU's activities are further illustrated by the following examples. In Africa, its experts have advised on radio frequency usage in Libya. Experts at the telecommunication institute in Ethiopia, already mentioned, have assisted in training over 500 local officials. In South America, the Union advised Bolivia on the modernization of its radio network and assisted Paraguay in reorganizing its radio communication and telephone services.

In Asia, ITU experts trained Indian specialists in microwave communications and gave further assistance to Iran and Iraq in modernizing their telecommunication systems. Jordan and Malaya received aid in extending their radio and telephone services and Pakistan in expanding its telecommunication network. Experts also assisted Lebanon in improving its telegraph services and Saudi Arabia in establishing a broadcasting centre. At the same time, specialists from a number of countries in Africa, Asia and North and South America were granted fellowships for advanced study abroad.

The ITU has also co-operated in planning regional projects for telecommunication development. A major scheme, involving both the ITU and the ECAFE, seeks to connect countries in the Middle East and South East Asia with the international telecommunication network in Europe and the Mediterranean basin. In 1958, ITU experts surveyed telecommunication services in Asia and the Far East and in 1959 an international meeting convened by the ECAFE at Tokyo examined their report. This meeting recommended action at the national, regional and international levels for telecommunication development. In addition, the ITU is collaborating with the Organization of American States in the preparation of plans for the development of an Inter-American Telecommunication Network. These Asian and Latin American projects, incidentally, represent the first attempt to study the improvement of telecommunications in the light of its influence on the economic development of individual regions.

A joint effort by the ITU and Unesco concerns the production of low-cost receivers for use in the underdeveloped countries. On the basis of a Unesco proposal, the last Administrative Radio Conference of the ITU (Geneva 1959) invited the Union's International Consultative Radio Committee to draw up specifications for one or more types of receivers suitable for production in large quantities at the lowest possible cost(28). The Secretary-General of the ITU was requested to communicate the results of this study, with suggestions as to the action to be taken, to the Director-General of Unesco. Unesco is examining with the Economic Commissions of the United Nations, other interested organizations and the radio industry, the possibility of pooling markets to encourage large-scale production. In response to a request of the Unesco meeting on the development of information media in South East Asia

(Bangkok 1960), the ECAFE is already studying the possibility of establishing receiver manufacturing industries in countries of the region.

Food and Agriculture Organization

As mentioned earlier in this chapter, the Food and Agriculture Organization, pursuant to a request of the Economic and Social Council, in 1952 undertook a programme of long-term action, in co-operation with other United Nations organizations, to stimulate the production of pulp and paper, particularly in the underdeveloped countries.

The FAO programme consists of three phases; first, a world survey of potentialities for increasing pulp and paper output, of which newsprint represents approximately 40 per cent; second, advice in planning new mills, with due regard to suitability and continuity of raw material supplies; and technical assistance in building and operating them.

By 1954 the FAO had completed its world survey, which covered major as well as incipient and potential producing countries. A meeting of experts in late 1952 had meanwhile examined processes for pulping tropical and sub-tropical fibres. In South and Central America, the FAO was assisted by the Economic Commission for Latin America and other United Nations organizations, culminating in a conference jointly convened at Buenos Aires in 1954 by the FAO, ECLA and the Technical Assistance Administration. The report of this conference, together with a study on World Pulp and Paper Resources and Prospects, prepared by the FAO in co-operation with Unesco, the Economic Commission for Europe and ECLA, was submitted to the Economic and Social Council in May 1955. In transmitting these two reports to Member States and the Specialized Agencies, the Council recommended that sympathetic consideration be given to governmental requests for technical assistance for the orderly development of pulp and paper industries; invited the FAO to continue its efforts to promote pulp and paper production; and expressed the hope that, whenever appropriate, private capital would be given a reasonable opportunity to participate in any necessary development of pulp and paper resources(29).

Acting on the Council's request, the FAO assigned a group of technical assistance experts to the Latin American region to help countries co-ordinate their pulp and paper production on a sound technical and economic basis. Subsequently the FAO, in co-operation with the ECLA and the TAA, established the Latin American Advisory Group on Pulp and Paper. Many Latin American countries have availed themselves of the services of this group. Meanwhile, the FAO had sent expert missions to some 30 countries in Africa, Asia, North and South America and Europe to study problems of forestry and forest products. In addition, FAO fellowships have enabled specialists from the underdeveloped countries to study paper production abroad.

The expansion of paper production in South East Asia was considered at the Unesco meeting on the development of information media in that region (Bangkok, January 1960). The meeting urged that increased technical and financial assistance be given to Asian countries wishing to establish and increase production. It also suggested that the possibility of establishing one or more regional production centres in South East Asia might be examined by the Conference on Pulp and Paper Development then being convened jointly by the ECAFE, the Bureau of Technical Assistance Operations (formerly the TAA) and the FAO at Tokyo. This suggestion was considered in October 1960 by the Tokyo Conference, which recommended that the possibilities of establishing regional production centres be fully explored.

Universal Postal Union

In the development of the information media, the post, the oldest of the world's public services, remains an essential channel for disseminating information in the form of news reports, articles and photographs, as well as newspapers and other publications. As in pre-war years, the Universal Postal Union has in the past decade constantly sought to promote the wider use of the post for these purposes.

Acting on suggestions inspired by Unesco, Congresses of the UPU in 1952 and 1957 granted a number of new facilities for the dispatch of newspapers, periodicals and certain other publications. Such publications were permitted to travel between countries at half the ordinary rate for printed matter, regardless of sender. A further decision was the virtual abolition of customs clearance charges on newspapers and other publications not liable to import duties. In addition, the UPU simplified its newspaper subscription scheme, which permits payment in national currency, at local post offices, for subscriptions to foreign newspapers and periodicals, and their dispatch at reduced rates.

Various regional postal unions have followed the example of the UPU in the information field. At the suggestion of Unesco, the Postal Union of the Americas and Spain in 1955 and the Arab Postal Union in 1956 urged their member administrations to grant to newspapers, periodicals and books the rate reductions and other facilities permitted by the UPU.

Although the UPU does not participate directly in the Expanded Programme of Technical Assistance, it collaborates closely with the United Nations in recruiting and briefing experts to assist the underdeveloped countries in improving and expanding their postal services. The UPU also advises on the award of fellowships to enable personnel in these countries to study abroad. Moreover, the UPU encourages the exchange of direct technical assistance between postal administrations.

International Labour Organisation

The International Labour Organisation has been following the social and economic problems of journalists for some considerable time. Studies on certain aspects of these problems, in particular on collective agreements for journalists, were made before the Second World War.

At present, and subsequent to repeated requests by its Advisory Committee on Salaried Employees and Professional Workers, the ILO contemplates the possibility of convening an expert meeting, in 1962 or soon afterwards, to consider the social and economic problems of journalists and, in particular, their conditions of work and employment. It is felt that the organization of the proposed meeting would constitute, from the social and economic points of view, a timely contribution by the ILO to the work carried out by the United Nations in the field of freedom of information and by Unesco with regard to the training of journalists.

Regional Agencies

Regional intergovernmental organizations have also contributed to the development of the information media in underdeveloped countries. Under the Colombo Plan, for example, experts from non-Asian as well as Asian member countries have advised on the development of radio broadcasting, film production and printing in South East Asia. Meanwhile, specialists from South East Asia have been given advanced training in non-Asian member countries.

At the same time, government and other information services within the South East Asian region have made increasing use of the mass media to explain the objectives of the Colombo Plan to the South East Asian peoples and enlist their support for development projects.

Similarly, the Organization of American States (OAS) and the South Pacific Commission are making greater use of the mass media to eradicate illiteracy and provide better vocational training within their respective regions. The OAS has also participated in the project (already mentioned in the account of the work of the ITU) for an Inter-American Telecommunication Network by providing the machinery enabling its Member States to draw up an inter-American convention establishing the proposed network.

Professional Associations

Like their pre-war predecessors, international professional associations of the mass media have been active in promoting development in their various fields. For example, the efforts of the ITU and Unesco to secure lower rates and improved facilities for the dispatch of press messages have been strongly supported by the International Federation of Newspaper Publishers, the Commonwealth Press Union, the International Press Institute and the European Alliance of News Agencies. The International Federation of Newspaper Publishers, the International Federation of the Periodical Press and the Inter-American Press Association 'have stressed the need for a more stable supply and equitable distribution of newsprint. It was in response to the appeal of the professional associations that the long-term programme for paper production, already mentioned, was launched by United Nations organizations in 1952.

A number of international associations, such as the International Federation of Newspaper Publishers, the International Federation of Journalists and the International Organization of Journalists, conduct or participate in training schemes for journalists and have associated themselves with Unesco's work in this field. In addition, the International Press Institute has launched a programme to help raise editorial and technical standards of the Asian press.

CHAPTER TWO

PROBLEMS OF DEVELOPING THE INFORMATION MEDIA

THE MEDIA IN SOCIETY

Information is disseminated through a multiplicity of sources - through the written and spoken word and the visual image, presented in a variety of forms, both traditional and of modern origin. The present survey is concerned with the problems of assisting the underdeveloped countries to develop the media of information - the press, radio broadcasting, film and television - which are used to reach people on a mass scale.

These media are a variation on a theme older than civilization itself. Modern communications are the direct successors of the signal fire on the hill, the drum in the forest, the pigeon in the air, the dispatch sent by ship, coach or train; of all those means, indeed, by which people have sought, since time began, to satisfy the need to communicate rapidly with each other.

The mass media of information are usually considered to have begun with the development of mechanical printing in the fifteenth century. However, it may equally be maintained that they are a social outgrowth of the industrial revolution which changed the face of Europe and a large part of North America a century ago but is only now having its broad effect in the underdeveloped countries of Africa, Asia and Latin America.

A leading specialist in the mass communication field has made the following observation on the growth of the media: "The importance of the printing development in the fifteenth century is that the balance was swung from the long centuries of spoken, first-hand communication toward visual and second-hand communication on a large scale. The importance of the developments in the nineteenth century is that some of the limits were taken off communication; it was extended, over the heads of the specially privileged and the specially able, to the masses who had need of it. And the importance of the recent electronic developments is that the balance of the communication channels is again swung back toward spoken and seemingly first-hand communication, although to fantastically large audiences."(30)

The information media today serve the evident purpose of keeping people informed of the world in which they live. The media have a second function, which has perhaps been insufficiently recognized - that is, as an instrument of education. This function is of growing importance, particularly in the underdeveloped countries.

It is not easy to decide where information stops and education begins. In this report, information is interpreted in its widest possible sense as is in fact now being done in Africa, Asia and Latin America, where the crucial rôle of the mass media in education is receiving increasing recognition.

Factor in Freedom of Information

This broad definition of information is one which has also been adopted by the United Nations itself. In the first place, the development of the information media has been considered as a prerequisite to the full enjoyment of freedom of information as a basic human right. This right, it was recognized, could not be effectively enjoyed in countries or communities where the media of information were inadequate. As early as 1948, the United Nations Conference on Freedom of Information had proclaimed that freedom of information "is the touchstone of all the freedoms to which the United Nations is dedicated" and that it "depends for its validity upon the availability to the people of a diversity of sources of news and of opinion"(31). In the following year, the General Assembly expressed its conviction that "freedom of information is one of the basic freedoms and that it is essential to the furtherance and protection of all other freedoms"(32).

Role in Economic and Social Progress

The second aspect of the development of the information media has also been given increasing recognition by the United Nations - that is, the important rôle of the media in education and in economic and social development generally.

It is self-evident that the raising of educational standards in the underdeveloped countries calls for the dissemination of knowledge of farming and industrial techniques, health and community development, among other things. But when one is attempting to accomplish in a matter of years a task which it has taken centuries to complete in the advanced countries, the traditional means of education alone prove inadequate. It is here that the mass media, unsurpassed in speed, range and force of impact, offer the greatest possibilities for effective action.

Experience has shown that the development of these media stands in reciprocal relationship to economic development. On the one hand, a certain level of wealth must be reached in any society before it can sustain the development of services not as immediately essential as food and shelter. On the other hand, the information media can markedly stimulate the capacity to create further wealth by enlisting the "human" or "non-physical" factors, such as improved skills and better education, more directly in efforts for economic development.

The media can thus serve effectively in winning public support and participation in those efforts. The feeling, or knowledge among the general population of being part of a developing economy is an invaluable incentive to a country's economic and social expansion. This, in turn, facilitates more effective planning by governments, as well as by financial, industrial and other agencies. In the long run, this development forms part of the transformation of a primitive agricultural economy into a largely industrial economy characteristic of the modern State.

Planning for the development of the information media must of course form part of any overall programme for economic and social expansion, taking into account the multiplicity of other national needs. However, there is evidence that development of the media, possibly because its effects are more indirect than direct, has not been given the place it should logically occupy. For example, while problems of developing transport and telecommunication services have recently received increasing attention, limited consideration has been given to problems of developing the information media in programmes for economic expansion. Similarly, while a "service" function such as formal education is now generally accepted as a basic factor in economy and social expansion justifying heavy investment, the development of the mass media has often been regarded solely as "consumption", with the primary emphasis on its cultural significance. Yet, in a broad sense, development of the media may itself be treated as an essential element in pre-investment, and thus forms an integral part of any general programme for economic and social progress.

Dearth of Facilities

Both for education and information generally, there is a striking dearth of mass media facilities over the greater part of the world. In certain of the advanced countries, there are for every 100 people as many as 58 copies of daily newspapers, 94 radio receivers, 13 cinema seats and 32 television receivers. Elsewhere the distribution of facilities falls sharply below this level. In order to measure the insufficiency of facilities in the underdeveloped countries, a general yardstick has been established.

Unesco has suggested, as an immediate target, that a country should aim to provide for every 100 of its inhabitants at least the following facilities:

Ten copies of daily newspapers;
Five radio receivers;
Two cinema seats;
Two television receivers.

As many as 100 States and territories in Africa, Asia and Latin America fall below this very low "minimum" level in all four of the mass media. These countries have a combined population of 1,910 millions, or 66 per cent of the world total. An additional 19 countries, representing two per cent of the world population, fall below the "Unesco minimum" in respect of three of the media. In short, nearly 70 per cent of the world's peoples lack the barest means of being informed of developments at home, let alone in other countries.

In point of fact, the actual situation is even worse because the above criteria do not take into account the distribution of facilities within countries. In many underdeveloped countries, over 60 per cent of the population live in rural districts, whereas the facilities for information are concentrated in a relatively few urban areas. Consequently, the above very general analysis does not fully reflect the dearth of facilities in the rural areas of most underdeveloped countries, and even of some semi-developed countries which otherwise stand above the "Unesco minimum" level.

Another striking fact is that some 40 sovereign States in the underdeveloped regions have no national news agencies and must rely for much of their domestic news on the five world agencies - Associated Press and United Press International (U.S.A.), Reuters (British Commonwealth), Agence France-Presse (France) and Tass (USSR). Moreover, news about these countries is sent abroad largely through the world agencies - that is, through services which are not their own.

Link with Income, Literacy and Other Factors

The above evaluation of development of the mass media in some 120 countries corresponds very closely with the United Nations designation of countries which are generally underdeveloped. With due regard for the limitations of the method of classification used, the United Nations considers that a country is underdeveloped if the average per capita income is less than $300 annually. One hundred and one countries are found to be below this income level and an additional 16 countries fall within the $300 to $400 range(33). The countries in these two groups are, with few exceptions, those which fall below the "Unesco minimum" for information facilities or which stand only slightly above that level.

Any realistic approach to the problems of developing the information media must clearly include an examination of the relationship between underdevelopment of the media and underdevelopment generally. As part of the present survey, Unesco undertook an initial study which attempted to correlate, on the one hand, various indices of the use of information facilities and, on the other, various factors in economic, social and educational development(34).

The analysis included all underdeveloped countries in Africa, Latin America, the Middle East and South East Asia, with a population of at least 500,000, for which relevant data were available. Data used were for the period 1957-1959.

The results for all of the underdeveloped regions combined showed the following degrees of correlation:

Newsprint consumption per capita	Per capita income .83	Literacy(a) .82	Urbanization(b) .69	Industrialization(c) .68
Daily newspaper circulation per 100 persons	Per capita income .83	Literacy .79	Urbanization .75	Industrialization .51
Cinema seating capacity per 100 persons	Urbanization .86	Industrialization .82	Per capita income .80	Literacy .68
Number of radio receivers per 100 persons	Per capita income .86	Industrialization .78	Literacy .72	Urbanization .71

(a) Literacy: percentage of adult population able to read and write.

(b) Urbanization: percentage of population living in localities of 2,000 and more inhabitants.

(c) Industrialization: percentage of gainfully employed males in non-agricultural activities.

It will be evident from the above that there is very high correlation indeed of development of the mass media with economic factors in general development, particularly income. This applies even to development of the press, to which literacy might have been expected to have the closest relationship. This provides statistical confirmation of the evident fact that in the underdeveloped countries there are many literate persons who cannot afford to buy newspapers. The study also shows that literacy correlates more closely with radio than with the cinema. This may suggest that audio-visual communications are more easily understood than auditory ones alone, at least by people of limited education.

Data for Latin America (excluding Argentina) were particulary comprehensive. An independent study undertaken for that region confirmed the conclusions already drawn for all the regions combined. Moreover, it was possible also to include television reception for Latin America, correlation results being as follows:

Number of television receivers per 100 persons	Industrialization .92	Per capita income .83	Urbanization .80	Literacy .60

Finally, the general analysis, which also embraced comparisons with a number of advanced countries, confirmed that as income rises, the demand for the mass media increases in comparatively greater proportion in the underdeveloped than in the developed countries. It thus becomes apparent that as the economy of an underdeveloped country expands, one may expect a commensurate increase in expansion of the mass media. Indeed, the two processes interact because development of the media in turn spurs economic growth.

Future Demand for the Media

It may be anticipated that the future will bring a sharp increase in demand for the information media in the underdeveloped countries. It is believed that the Economic and Social Council, no less than the underdeveloped countries concerned, would wish to assess the extent of that probable increase in planning a programme for development of the media.

It may reasonably be assumed that the future level of demand for the media can be related to three major factors:

(a) growth of population;

(b) increasing per capita income;

(c) the comparatively higher demand for the media which a given rise in percapita income stimulates in the underdeveloped countries, as compared with developed countries (i.e. income elasticity of demand).

In assessing the higher demand for the mass media, newsprint was singled out because it has been the subject of special study by the FAO and Unesco and offers a reliable point of reference for estimating growing requirements for information. The most recent estimate by the FAO(35) shows that, assuming a moderate increase in per capita income of two per cent annually, newsprint demand for all the underdeveloped regions combined will increase from 750,000 metric tons in 1955 to 2,658,000 tons in 1975(36). If the 1955 figure is indexed at 100, the 1975 figure corresponds to 354.

Although this expected increase in demand is very considerable, the forecast is highly plausible. All the determinants of future demand work in the same direction. Populations in the underdeveloped regions are rapidly increasing; per capita incomes are rising; the demand for information media in the underdeveloped regions is highly sensitive to growth of either of these two factors. Consequently, the resultant estimated increases in future demand for the mass media are greater than is commonly realized.

Demand for all of the media is expected to show the following increases by 1975, placing the demand in 1955 at 100:

Africa	338
Latin America (excluding Argentina)	341
Near and Middle East	384
Far East (excluding Japan and mainland China)	382

The striking conclusion emerges that by 1975 the demand for the mass media in all four regions combined will in all likelihood be three and a half times that in 1955. The above figures are all the more striking in view of the fact that they exceed by far the increases which would be attributed to growth in population alone. Thus, the increases in per capita demand would be 242 in Africa, 200 in Latin America, 229 in the Near and Middle East and 256 in the Far East.

High as these estimates may appear, they may well err on the conservative side. They do not, notably, allow for the effects of spreading literacy, which during the next 15 years is expected to increase more rapidly than might be expected from the increase of income alone. It is not at this stage feasible to make special quantitative allowance for this "autonomous" factor of literacy. In due course it may have to be taken into account in estimates of regional, and particularly of national demand, as a further factor in the growth of the mass media.

PROBLEMS, BY REGIONS

These broad economic and social factors should be borne in mind in examining the present lack of information facilities and in considering the problems of providing assistance for the development of the information media. Following is an examination of problems of development, by regions and by media.

SOUTH EAST ASIA

For the purposes of this survey, "South East Asia" is defined as the region of the Economic Commission for Asia and the Far East, extending from Iran to Japan(37). At the outset it may be noted that Japan is the only country in the region with highly developed information media. Japan is, in fact, able to claim 77 per cent of the total daily newspaper circulation, 73 per cent of the total of radio receivers, 40 per cent of the cinema seating capacity and 97 per cent of the total of television receivers in the region. To give a more accurate picture of the general level of development in South East Asia, Japan is therefore excluded from this account.

The remaining 27 States and territories in the region have a combined population of 767,000,000 or 26.4 per cent of the world total(38). In most of these countries the level of development of the media is below the minimum, suggested by Unesco, of ten copies of daily newspapers, five radio receivers, two cinema seats and two television receivers per 100 inhabitants.

Newspapers and Periodicals

The 27 countries are served by as many as 919 dailies. However, their combined circulation is no more than 10,810,400, or an average of 1.4 copies for every 100 persons. Most of these newspapers have circulations of about 5,000 copies and only a relative few exceed 25,000. Countries with the largest number of dailies are India, 420; Indonesia, 95; and Pakistan, 80.

In 24 countries, including the most populous in the region, the circulation level is well below the "Unesco minimum". Two of them, Brunei and Portuguese Timor, have no daily newspapers at all. Countries with a very low distribution include Afghanistan and Netherlands New Guinea, with 0.2 copies per 100 inhabitants; Cambodia and Iran, 0.5; Nepal, 0.08; and Laos, 0.06. The circulation level in Burma, India, Indonesia and Pakistan and Thailand is slightly higher, at around 1.0 copies, and is a little higher again in the Republic of China, Ceylon, Malaya, Korea, Philippines and the Republic of Viet-Nam. In contrast, the "city States" of Singapore and Hong Kong have fairly high circulations (21.0 and 22.6 respectively) while the level in the Ryuku Islands (34.8) is close to that of Japan or the United States of America.

In addition, there are 801 non-daily newspapers, including weeklies, and 10,403 periodicals. Owing to insufficiency of data, no estimate of total circulation of these publications can at present be made. Most of them apparently have circulations of a few thousand copies or even less. It may be noted that India maintains as many as 6,737 periodicals. Several hundred publications of this type appear in Ceylon, China, Pakistan and the Philippines. In contrast, Cambodia has only 17 such publications, Sarawak 7, and Laos none.

Inadequacies in newspaper circulation are reflected in the extremely low consumption of newsprint. Total annual consumption is 270,000 metric tons, or 0.3 kg. per person, compared with 10 kg. per person in Western Europe and 36 in North America. Most of the countries depend on imports for all of their newsprint supplies, limited quantities being produced only in China, Republic of Korea, India and Pakistan.

Two of the greatest obstacles to the development of the press in South East Asia is the relatively low level of literacy and low purchasing power. No more than 40 per cent of adults in the region are literate; about 90 per cent have an average income of less than US $100 a year, and the remainder, between $100 and $400 a year(39). Nevertheless, it appears that there is a large reading public which could be reached if newspapers and periodicals, of popular appeal, could be made more readily available to the people.

In most of the countries, there is a dearth of newspapers in rural areas and an excessive concentration of newspapers and of newspaper advertising, in the larger cities. To meet the rising demand for newspapers in Asian languages, national and local language newspapers need to be developed not only in the larger communities, but in smaller towns and villages. This aim could be achieved by the expansion of existing newspapers and the establishment of new ones in rural and semi-rural areas.

A primary obstacle, however, is the lack of capital for press development. The management of newspapers is fraught with more than the normal business risk and it may require three to five years for a new, well-managed daily newspaper to pay its way. As a result, directors of smaller papers have great difficulty in obtaining loans through normal credit channels. Neither has the advantage of advertising in these newspapers been adequately recognized by governments, municipalities and other advertisers.

Another basic problem is the widespread lack of even moderately up-to-date composing and printing machinery. It may be noted, in passing, that no such machinery is manufactured anywhere in Africa, Latin America, or Asia (except Japan). Vast regions are dependent on a relatively few countries in Europe, such as the United Kingdom, France, Germany, Italy, Switzerland and the Scandinavian countries, or on the U.S.A. or USSR.

Newsprint presents a similar problem, most of the countries in the region being dependent on Europe and Canada for their supplies. In addition, since most of the newspapers are of small circulation, they are able to order only in relatively small quantities. This makes it difficult for them to obtain supplies under favourable market conditions.

It is estimated that, with the spread of literacy, the expansion of the press and general economic development, the demand for newsprint and other printing paper in the region will nearly double by 1965 and increase fourfold by 1975. However, it is extremely doubtful whether the world's exporting countries will be able to satisfy the expected increases in demand, or whether the South East Asian countries will be able to finance imports on such a greatly extended scale. An increase in the production of printing paper within the region is, if only for that reason, an urgent necessity.

Obstacles affecting the supply of machinery and newsprint are increased by shortages of foreign exchange and, in many cases, by high import duties on these materials. In addition, inadequate distribution facilities and heavy transport and postal charges impede the circulation and increase the cost of newspapers.

Other problems peculiar to the region concern printing in non-ideographic scripts, used widely in South East Asia, and in ideographic scripts (Chinese characters, which are employed in China, Japan, Korea, etc.). In countries using non-ideographic scripts, a widespread difficulty is that printing is industrially little developed. Most presses are small and inadequately maintained, composing and binding equipment is outdated and there is little designing for scripts in various languages. The result is an acute shortage of printed material in the many scripts used in the region. With regard to printing in ideographic scripts, the main difficulty is that Chinese-language papers use between 2,000 and 3,000 characters regularly, compared to the 1,850 used by the Japanese press. The problem here is to shorten the time required for newspaper production.

A widespread obstacle, which is dealt with separately below, is the shortage of trained editorial and technical staff. If these various difficulties could be overcome, it should be possible to develop daily papers in towns of 50,000 or more inhabitants and news weeklies in towns of 25,000 or more inhabitants. A newspaper might be started as a weekly and, after circulation has been built up, converted into a daily. Support from "job printing" orders would be desirable to help these new enterprises pay their way.

In the development of periodicals, similar problems of financing, equipment, printing paper, techniques and personnel prevail. A special difficulty is that the price of periodicals is relatively high in the light of the low per capita income. Readers of limited means consequently choose first to buy newspapers rather than periodicals. The best prospects of success appear to lie in the publication of illustrated magazines for groups of workers, rural communities and women readers. Research is required in each country to determine the type of periodicals best suited to its audiences.

News Agencies and Telecommunications

Thirteen of the countries maintain a total of 24 domestic news agencies. In Afghanistan, Cambodia and Iran, there is a single government-controlled agency; Burma, Ceylon, Hong Kong, Philippines and Viet-Nam each have a privately-owned agency; India and Indonesia have two private agencies and the Republic of Korea and Pakistan three; while China possesses one government agency and five private services. In certain countries, such as Burma, Ceylon, India, Indonesia, Pakistan and the Philippines, the newspaper industry participates in the control and management of news agencies.

States without national agencies are Laos, Malaya, Nepal, Singapore and Thailand.

Most of the existing national agencies are limited in scope, their main activity being the collection and distribution of news within their own countries. Even within this range, little effort has apparently been made to draw on the news resources of member newspapers or agency subscribers. Most agencies organize their news sources independently and provide subscribers with a basic service. Few agencies attempt to send out news about their own countries and still fewer maintain correspondents abroad.

The flow of news between countries in the region, as well as the exchange of news between South East Asia and the rest of the world, is largely in the hands of the world news agencies (Associated Press, United Press International, Reuters, Agence France-Presse and Tass). A number of the national agencies distribute international news from these agencies. Although the world agencies have recently endeavoured to provide more news about Asia in general, the South

East Asian countries still do not receive sufficient news about one another or about the rest of the world, from an Asian point of view. On the other hand, insufficient effort has been made to cultivate an interest in Asian news among readers in other regions, unless the news is of a sensational nature. This interest could be developed not only through cabled "spot news" reports but through airmailed news articles giving an interpretative background to current events.

Arrangements for the exchange of Asian news are in force between various agencies in the region and could be greatly extended, as, for example, in the exchange of airmailed news articles and press photos. The exchange of press photos is, however, frequently limited by high import duties and other charges. Moreover, agencies are often hindered from carrying more foreign news because of the economic position of their member newspapers. Most Asian newspapers have a limited number of pages, with little space for foreign news, and cannot afford to pay increased agency subscriptions for wider news coverage. In short, the development of news agencies is closely linked to development of the press generally.

Major obstacles to news agency development are lack of capital for expansion, lack of equipment and lack of experienced staff. However, the greatest difficulty arises from the inadequacy of telecommunication services and disparities in communication charges, which differ by as much as 700 per cent for similar services. Charges also vary for messages sent in reverse directions.

In most South East Asian countries, inland trunk networks are poorly developed and little effort is made to co-ordinate the use of telecommunication channels. As a result, one service may be overloaded while other circuits are not fully occupied throughout the day. Although there is a growing demand for telex, leased circuits and telephoto services, traffic is limited owing to high costs, insufficiency of radio circuits, and limitations on hours of transmission. Telegraph services in general are slow and underdeveloped and despite efforts to improve the telephone services, the number of telephones in proportion to population (0.1 for every 100 persons) is one of the lowest in the world. Telephone services require expansion, particularly in the rural areas, so that there will be at least one telephone within a radius of every ten miles in all South East Asian countries. The telegraph services, which are now often beaten by the airmail, need to be improved through the introduction of teleprinters and speedier handling and delivery of messages. Present deficiencies work to the particular disadvantage of the national news agencies, since the world agencies can utilize telecommunication services from points outside the region.

The press rates problem is particularly acute in South East Asia, where costs range from the British Commonwealth penny-a-word rate to charges which are among the highest in the world. These disparities are due largely to differences in methods of fixing costs, to the vagaries of exchange rates and to the fact that the same charges are usually made for dispatches sent by radio, even when no intermediate handling is involved, as for those sent by cable and requiring the payment of extra transit fees to one or more intermediate stations. In addition, many administrations do not permit users to receive radio newscasts direct; reception is consequently handled by external communication agencies, with a resultant increase in costs. A further obstacle is the imposition on communications of fiscal taxes, in some cases as high as 50 per cent of the cost. The establishment of lower and more uniform rates in all communication services is essential to the wider flow of information within the region, and between the region and the rest of the world.

Radio Broadcasting

Many of the problems encountered in the field of the press do not arise, or are less acute, in radio broadcasting and countries in the region are giving priority to this medium in expanding their information facilities. All of them now maintain broadcasting services.

In most of the countries, including Afghanistan, Burma, India, Ceylon, Indonesia, Iran, Malaya, Nepal, Pakistan, Thailand, and Viet-Nam, broadcasting is a State monopoly and is largely financed through license fees and/or government subsidies. In Macao and the Ryuku Islands, only private services, maintained by advertising, are conducted; in China, Hong Kong, Korea and the Philippines, both public and private services operate.

The 27 countries are served by 450 transmitters and 5,416,000 receivers, representing 0.7 receivers for every 100 persons. The largest broadcasting organizations, in terms of transmitters and power, are those of Burma, Ceylon, China, India, Indonesia, Iran, Korea and Pakistan. India, for example, has 56 transmitters with a total of 1,214 kw. and China 127 transmitters with a total of 588 kw. In contrast, certain territories such as Macao and Portuguese Timor maintain one or two transmitters of low power.

Only Brunei, Hong Kong and Singapore exceed the Unesco minimum of five receivers per 100 inhabitants. All three countries maintain a wired-diffusion system. Eleven countries, including Ceylon, China, Korea, Iran, Malaya and the Philippines, have between one and four sets per 10 people. Among countries with less than one set per 100 persons are Afghanistan, Burma, Cambodia, India, Indonesia, Laos, Nepal, Pakistan, Thailand and Viet-Nam. A number of countries use community receivers in an attempt to increase coverage.

Despite the multiplicity of languages, the prevalence of common languages in various neighbouring countries enables domestic programmes to be understood across frontiers. Thus, Phushtu links Afghanistan and Pakistan; Urdu links Pakistan and India; Tamil links India and Ceylon; Malay links Ceylon, Indonesia and Malaya; Chinese links China, Indonesia and Malaya and "international" languages such as English and French link almost all of the countries of the region. These links are supplemented by the external services undertaken by most South East Asian countries in which programmes are broadcast in the language of the target area.

Obstacles to the development of radio in the region concern both transmission and reception. Although South East Asian broadcasting organizations rely on a small number of industrialized countries for transmitting equipment, the cost may not often be a major factor. Greater obstacles to national coverage are inadequate electrification or the lack of programme lines to diffuse programmes from central studios to other points. Another deficiency is the considerable overlapping of frequencies used by countries in the region and the lack of regional planning, or at least of negotiation, to assure the more effective use of frequencies allocated.

A problem of a different nature is that, in contrast to Western countries, Asian countries do not need merely two or three separate channels catering for different tasts, but separate services different in character and addressed to different audiences. One service must be addressed to a fairly literate urban minority who, on the other hand, own most of the receivers in the country. Another service must be devoted to a less literate rural majority who not only must be provided with programmes, but with means of listening to them.

This rural audience needs radio for instruction as well as entertainment and should be given some incentive to take advantage of the services provided. The farm forums conducted jointly by All-India Radio and Unesco, in which village discussion groups listen and comment on agricultural questions, are an example of social education and training in the radio field. Country dwellers often receive such programmes through community sets and programmes should, therefore, not be addressed to them as individuals.

In providing reception services, the problem of equipment is much greater than in transmission. Most South East Asian countries depend on a few producing countries outside the region for supplies of receivers and the cost of a set to an individual listener may be prohibitive. The manufacture of low-cost transistorized sets is now feasible, but since this is dependent on mass production, an assurance of large-scale markets is necessary. Shortages of foreign currency and heavy import duties also limit the availability of sets to Asian audiences. The apparent solution would be the manufacture within South East Asian countries of receivers suited to community listening, and battery operated where electricity is not available, to be supplied to rural areas. Attention should be given to the design of more powerful transistor sets for classroom use.

Other problems concern the lack of training facilities, the lack of facilities for audience research, and the need for more collaboration and exchange of programme material between broadcasting organizations of the region. Although programmes in English and French are easily interchangeable, it might also be possible to exchange programmes originally prepared in Asian languages. Another method of exchange might be the pooling of resources by two or more countries to produce common programmes. In the same way, countries could make regional arrangements for the beaming of daily news bulletins to each other and provide better facilities, such as the "press collect" system, for the transmissions of news by radio journalists.

Film

Some 13 countries produce feature films and their total output is increasing. India, which produced 295 such films in 1958, and Hong Kong which produced 246 in 1959, stand second and fourth in the world list respectively. China and Korea make over 100 features yearly; the Philippines made 97 in 1958 and Pakistan and Burma between 40 and 80. Smaller numbers of features are produced in Viet-Nam, Singapore, Iran, Ceylon, Indonesia and Thailand.

All of these countries, as well as Cambodia, Malaya and Netherlands New Guinea, make documentary films, in many cases through the agency of government film units. Newsreels are produced in Burma, Ceylon, China, India, Indonesia, Iran, Korea, Pakistan, Ryuku Islands, Singapore, Thailand and Viet-Nam. There is no film production of any kind in Afghanistan, Brunei, Laos, Nepal, North Borneo and Sarawak.

Films from Europe, Japan, the U.S.A. and USSR circulate fairly widely in the region.

The 27 countries are served by 7,673 fixed cinemas (35 and 16 mm.) with a total of 5,202,000 seats, representing 0.7 seats for every 100 people. Cinemas are generally located in the larger cities and thousands of small towns and villages lack screening facilities.

Only nine countries exceed the Unesco minimum of two seats for every 100 inhabitants - Brunei, Cambodia, China, Hong Kong, Macao, North Borneo, Philippines, Ryuku Islands and Singapore. Although India has as many as 3,400 cinemas and Indonesia 655, the average of seats in these countries is less than one per 100 persons. Countries with even more limited facilities include Afghanistan, Iran, Laos, Pakistan and Thailand.

Although most governments use mobile units to bring films to outlying communities, many hundreds of thousands of Asians have yet to see their first film. Throughout the region, the average cinema attendance per person is 2.8 times a year. The ratio is higher than this in Brunei, Cambodia, China, Malaya, Hong Kong, India, Indonesia, Korea, Macao, Ryuku Islands and Singapore. In contrast, attendance in Laos, Netherlands New Guinea, North Borneo, Pakistan, the Philippines and Portuguese Timor averages less than once a year.

Numerous problems of production, distribution and exhibition limit the rôle of the film as a vehicle for cultural exchange and the flow of information between the countries of the region, and between the region and the rest of the world. All raw film and equipment for producing and exhibiting films are imported from Europe, North America or Japan, except that in the case of India, some minor items of equipment are made locally. Import duties and foreign currency shortages increase the difficulty of obtaining these materials.

Due largely to the lack of trained personnel, technical and artistic standards of production are generally not very high and films are not effectively used. The great potentialities of the film for education, instruction and training in agriculture, industry and other fields are still to be fully appreciated and exploited in South East Asia.

In the field of legislation, little has been done to encourage the production and exhibition of quality films, particularly documentary and other information films, by such means as subsidies and the reduction of taxes on distribution. Measures of this kind have proved effective in a number of technically advanced countries.

In most South East Asian countries, production equipment and laboratory facilities are inadequate and there is little co-ordination for the use of facilities within individual countries or between neighbouring ones with similar needs and ambitions in film production.

The lack of well-organized distributing systems is a major obstacle to the effective use of features, documentaries and newsreels alike. Distribution activities are scattered among various government or private agencies and in few countries has a collective list been established of educational, scientific and cultural films locally available. Little effort is made to promote the interchange of Asian films or of Asian newsreel items between Asian countries through such means as the establishment of co-operative arrangements for adapting films into various Asian languages. In contrast, facilities for the distribution of European, American and other non-Asian films are relatively extensive and well organized. The result is to limit understanding among the Asian people of each other's lives and problems and to create an imbalance in the exchange of films between East and West.

The exhibition of films in rural areas is, as already mentioned, restricted by an insufficiency of fixed cinemas as well as of mobile units. Few schools and community centres are equipped with 16 mm. projectors. There is a widespread need of low-cost projectors for use both in urban and rural areas. In a region where individual purchasing power is extremely low, the imposition of duties on imported information films and of taxes on cinema admissions further restricts the circulation of such films. In view of the advent of television in South East Asia, it is highly desirable that countries of the region take co-operative measures to encourage the production and interchange of information films for diffusion through this new medium.

Television

Television is in its infancy in South East Asia. Only five countries - Hong Kong, Iran, the Republic of Korea, the Philippines and Thailand - maintain regular services. These services, with a total of eight transmitters and 113,000 receivers, are developed to a very limited extent, the bulk of the facilities being concentrated in major cities. India is conducting an experimental station and Pakistan and Singapore are planning to establish services.

A number of other South East Asian countries are reported to be considering the introduction of television, but information on their aims, needs and resources is lacking. If such information were secured through a comprehensive survey of the region, television could be developed in an orderly and efficient manner for the benefit of the peoples concerned. Without this initial planning, television is likely to fail in its rôle as a potent medium for bringing information and instruction both to city and rural audiences.

Experience has shown that powerful social forces can compel the introduction of television before a country may be economically ready for it. It is therefore desirable that governments of the region include television in their plans for the development of telecommunications so that they may be prepared for the extraordinary rapidity with which the medium can develop.

Whether television is to be operated for commercial or non-commerical purposes is a matter for each country to decide. But even though television services may be privately owned and commercially operated, they continue to use publicly owned broadcasting frequencies and should therefore observe adequate educational and cultural standards in the public interest.

There are a number of major obstacles to be overcome if television is to be effectively developed in South East Asia. Most countries of the region have insufficient financial resources for the establishment and operation of television stations. Neighbouring countries with cultural or other links might therefore consider the establishment of services on a group basis, taking into account the need for agreement on uniform transmission standards.

A related problem is the lack of qualified technical personnel for the operation of stations and maintenance of receivers. This calls for the provision of training facilities within or outside the region.

Another major question is the lack of programme resources produced locally and suited to the needs of the countries concerned. Such resources should include live programmes, normally using local artists or events; television films made within the country; and films obtainable from abroad.

The allocation and effective use of frequencies must also be considered. A related question is that television signals have a limited range, which is likely to confine a service for the time being to urban centres.

Moreover since few countries of the region have adequate electrification, television would need to be developed in stages until national coverage is achieved. Linked with this problem is the difficulty, in the face of currency shortages, of obtaining transmitting and receiving equipment from abroad. In a region of low individual purchasing power, the cost of receivers will doubtless present a greater problem than that of transmitters. However, this obstacle might be reduced by organizing community viewing services through teleclubs. In addition, the development of transistorized television sets, as in Japan, for example, may further facilitate the spread of television in the region.

Careful planning is necessary at all stages to preclude the introduction of television where it is not viable. Countries of the region should be able to benefit from the experience of other South East Asian countries which have begun operating services. For this purpose, the impact of television on Asian audiences and its use as an instrument for educational and economic development should be assessed through careful research.

Training and Research

The lack of qualified professional and technical personnel is one of the most formidable obstacles to the development of the mass media in South East Asia. An information enterprise with limited facilities but well qualified staff will be at least moderately effective. On the other hand, an enterprise with extensive facilities but insufficiently trained personnel will have little prospect of success.

A major aspect of the problem is the professional training of journalists in the various media. Only a limited number of journalists in the region have received systematic training which combines technical instruction with wide general education and an understanding of professional ethics. The development and operation of the mass media in South East Asia will call for the services of many thousands of fully-trained journalists.

Nine of the countries - China, India, Indonesia, Iran, Korea, Pakistan, Philippines, Thailand and Viet-Nam - offer professional courses, most of them at schools of journalism or university departments of journalism. In the other countries of the region, journalists receive only "on-the-job" instruction, except that in Burma and Malaya certain newspaper editors have organized general classes as well. Some of these countries have prepared adequate plans for training but lack the financial resources, equipment and technical knowledge to implement them.

A widespread difficulty is the dearth of qualified teachers of journalism and insufficiency of fellowships and other facilities for the training of teachers either within the region or abroad. There is also a lack of suitable textbooks on editing and newspaper management, as well as of library material and training equipment. A further obstacle is the reluctance of many mass media enterprises to accept graduates in journalism or to provide sufficient financial inducement to retain them in the profession.

Similar deficiencies prevail in other fields. In the technical side of the press, there is a dearth of facilities for training in the management, supervision and printing of newspapers and periodicals. In the news agency field, there is a widespread need for the exchange of journalists by national agencies as a means of giving them broader experience and promoting understanding among the peoples of the region.

Schools for the training of radio technicians are maintained in a number of countries but need to be extended to provide for the expansion of broadcasting in the area. Closer liaison is also required between broadcasting organizations and telecommunication administrations so that training facilities may be provided on a national basis with a minimum of cost.

In the film field, the lack of facilities for training professional and technical personnel is particularly acute. Most countries in the region have no formal facilities of any kind and rely solely on "on-the-job" instruction. In India and the Philippines, limited technical courses in film and television are provided but there are no advanced facilities for training in production. Among obstacles to the development of training facilities in the region are a dearth of financial resources, the lack of established standards for the recruitment of film apprentices and technicians and a failure among employers to appreciate the need for organized training. These deficiencies seriously impair efforts to improve the quality either of features or information films.

Closely related to the question of training is that of research in the mass media. One conclusion of the Bangkok meeting on the development of the media in South East Asia was that research was urgently needed to assess the precise ways in which modern techniques and equipment could be employed to advantage in particular development projects. Research is required, for example, in the promotion of techniques suitable for producing national and local language newspapers; in the types of periodicals best suited to various audiences; in the use of radio, film and television for education in different countries or areas;

and in the response of audiences to different radio and television programmes. Such research is essential as the basis for effective development of the media in any region.

LATIN AMERICA

For the purposes of this survey, "Latin America" includes all of the countries of South America and Central America, as well as Mexico and the Caribbean. The region embraces 34 States and territories, with a total of 200 million people, or 6.9 per cent of the world total.

Five of those countries, with a total of 13 million inhabitants, fall below the "Unesco minimum" with regard to all four of the mass media. An additional five countries, with a population of 17 million, fall below the minimum with regard to three of the media; eleven countries, with 91 million inhabitants, fall below the minimum with regard to two of the media; and ten countries, with 67 million inhabitants, fall below the minimum with regard to one of the media. Possibilities for expansion of the media throughout the region are, therefore, manifold. Such development must necessarily be affected by the levels of purchasing power, which vary considerably in this area. About four per cent of the Latin American population have an average annual income of less than $100; 52 per cent, between $100 and $200; 20 per cent, between $200 and $300; and the remaining 24 per cent, between $300 and $600. Another factor is the level of literacy, which is now about 57 per cent among adults.

Three additional observations might be made regarding the status of the media in the region. Firstly, the great majority of the Latin American population proper is Spanish-speaking, the only other widely-spoken language being Portuguese. Language barriers in Latin America are thus far less important than in most of the other under-developed regions. Secondly, there is, on the other hand, a clearly defined population group composed in the main of Andean Indians, most of whom speak vernacular languages, have special needs and are as yet barely affected by the mass media. This is a problem requiring special research and action. Finally, there is in general a striking disparity in the availability of mass media facilities as between urban and rural communities. A development programme should therefore make adequate provision for rural groups.

Newspapers and Periodicals

The region is served by 1,154 daily newspapers with a total circulation of some 14.7 million. In each country, a few major newspapers, published in the capital and sometimes also in a few provincial cities, account for most of the circulation. Few of the newspapers in the larger cities publish special editions for outlying areas. Consequently, there is considerable scope for expansion of the provincial press.

The general total of 1,154 daily newspapers, however, may be considered as sufficient for the region. Only four countries have one daily. Moreover, the existing dailies can be expected, provided they can obtain the necessary staff, supplies of materials and capital, to expand their circulations in step with current growth in population, literacy and per capita income.

Daily newspaper circulation is, however, far from adequate, considered on a per capita basis. The regional average is 7.4 copies per 100 inhabitants. Of the 32 countries for which data are available, 12 possess up to five copies per 100 persons, eleven have five to ten copies, five possess ten to fifteen copies and two have 15 to 20 copies per 100 inhabitants. The remaining two countries, the Bahamas and Bermuda, have as many as 35 copies per 100 persons. Among countries at the bottom of the scale are Haiti (0.3 copies), Windward Islands (0.6), Martinique (1.1), Guadeloupe (1.2), Guatemala (2.2) and Honduras (2.5).

In addition, there are 1,630 non-daily newspapers and 7,862 periodicals in the region. About 85 per cent of these publications appear in seven countries - Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela. Most of the periodicals are published in the main centres, usually on presses which they do not own. A small number have considerable circulations and are sold in other Latin American countries. Most periodical publications, however, print only a few thousand copies or even less. In general, the periodical, technical, specialized and rural press is still in its infancy. The region has, for example, few effective agricultural journals or school newspapers. Assistance is needed in establishing specialized professional associations (e.g. to promote the rural press) or in organizing jointly-owned printing services and the co-operative purchase of materials.

Moreover, only tentative efforts have been made to produce reading material for adults who, having acquired literacy, need instruction in new farming and industrial techniques, housing, hygiene, and similar subjects. Governments might consider establishing educational publications of this kind or promote their development in other ways.

The supply of printing paper has been a long-standing problem both in regard to price and the expenditure of foreign currency. This is particularly true of the smaller newspapers printed on presses requiring sheet paper. Action has been taken by FAO and ECLA to stimulate local paper production, not only as a means of furthering industrial development but also to facilitate contact between producer and consumer and ease the balance of payments. Demand for newsprint in the 20 Spanish and Portuguese-speaking countries totalled 495,000 metric tons in 1955. It is expected to rise, according to the FAO, to 970,000 tons in 1965 and 1,790,000 tons in 1975(40). Although production in the region is increasing, there will still remain, by 1965, an excess of demand of some 500,000 tons to be met by imports.

The estimated increase in newsprint consumption reflects the rapid expansion of the press which can be expected to take place in the next few years. However, there are customs and financial obstacles to the importation of printing paper and other supplies which need to be reduced. The expansion of the press and improvement of existing newspapers will also call for many more trained editorial and technical personnel, a problem which is dealt with below.

News Agencies and Telecommunications

Argentina and Brazil have privately-owned agencies which exchange news between the main cities or supply it to the provinces. Cuba is the only country possessing a news agency which distributes news regularly to other countries in the region. Smaller agencies, all private, exist in Chile, Uruguay and Venezuela. None of these services distributes news from the world news agencies. Moreover, no Latin American agency, with the possible exception of one in Brazil, is of the co-operative, non-profit making type, like the Associated Press (U.S.A.) or various agencies in Europe. Expansion of national news agencies might be given special attention in a development programme for the region.

A number of factors favour news agency development in Latin America. The first is the economic element. News agency development in the region, as elsewhere, would normally be based on the existence of newspapers and broadcasting stations able to subscribe to agency services. On the basis of total newspaper circulation and totals of radio and television receivers, the mass media are more highly developed in Latin America than in South East Asia or Africa. It appears paradoxical, on economic grounds, that there should be fewer national news agencies in Latin America than in either of these two other regions.

A second favourable factor is the trend towards economic and social integration in Latin America. Indeed, such integration may well depend largely upon a greater flow of news among the countries of the region. Economic and social unity may in turn strengthen the development of a Latin American outlook on world events, thus facilitating the establishment of joint arrangements for covering world news.

Three negative factors offset these positive ones. Most important, perhaps, is the fact that the extensive services of the world news agencies are distributed directly in Spanish and Portuguese. This would diminish, for Latin American agencies, the "translation" function which is important among news agencies in South East Asia. There is, in addition, a severe lack of trained Latin American senior news agency staff, particularly in management and administration. The third obstacle arises from the high or disparate rates charged for transmitting news within the area and to other regions.

The problem of training is considered later in this section. A possible solution to the communication problem may derive from the project, initiated by Mexico, for an Inter-American Telecommunication Network, which would link all countries in the Americas and be jointly owned by participating governments. A meeting of telecommunication experts, convened in Mexico City, in April 1960 by the Organization of American States, pointed out that such a network could permit the exchange of news within the region at operating costs comparable to those in Europe. The network could also be an inexpensive channel for the distribution, throughout Latin America, of news from other regions, as well as for the dispatch of Latin American news abroad. The existence of a telecommunication network could, it was also stated, greatly facilitate the exchange of radio and television programmes.

It therefore appears that the most important immediate step to promote the flow of information within the region would be to build up adequate telecommunication facilities for the western hemisphere. Apart from this "internal" problem, however, there would remain the problem of improving the inward flow of news of special interest to Latin America from other regions, through services operated and controlled directly by Latin American information enterprises. It would clearly be impossible for Latin American enterprises, any more than for Asian ones, to attempt at this stage to build up a news file of the scope of those now provided by the world news agencies. However, useful arrangements, even if limited in scope, could now be made to deal with this problem.

The technical obstacles to remedial action of this kind are not insurmountable. A scheme to improve foreign news coverage could be put into operation by a group of information enterprises representing countries within the region, or it could be a sequel to the establishment of national news agencies in a number of Latin American countries. Arrangements would need to be made for the economic transmission of news from one or more points in North America or Europe to the countries where subscribers to the scheme were located. The proposed Inter-American Telecommunication Network could contribute to lowering distribution costs throughout the Americas.

A final point is that the development of national news agencies, and even more of regional news agencies, would be very difficult without government encouragement. Such assistance need not necessarily take the form of direct financial participation. Substantial indirect contributions might take the form of tax exemptions or of reduced telecommunication rates, comparable, for example, to the Commonwealth penny press rate.

Radio Broadcasting

Technically speaking, Latin America is better served with radio than with press facilities. Radio is playing an increasingly important rôle in the dissemination of news within the region since, unlike the press, it has no problems of physical transport to outlying areas. However, the general technical and programme level of Latin American radio is perhaps lower than that of the press.

Some 19.5 million receivers are in use in the area, the average per 100 people being 9.8 sets. Density of distribution varies widely within the region. For example, Bermuda has some 40 sets per 100 persons, whereas Haiti has 0.6. Eleven countries possess less than five sets per 100 inhabitants (British Honduras, Dominican Republic, El Salvador, Guadaloupe, Guatemala, Haiti, Honduras, Ecuador, French Guiana, Nicaragua, and Surinam). A further eight countries have between five and 10 receivers per 100 people.

Numerically speaking, the regional total of 2,378 broadcasting stations would seem to be more than sufficient for Latin America's needs. Many of these stations are, however, of low power and limited range. A number operate on short-wave to cover larger areas, but with a consequent loss in quality of reception.

Although nearly all of the stations are privately owned, there is at least one State-operated station in almost every country. Many stations subsidized by the State play a useful rôle in providing educational and cultural programmes. The multiplicity of commercial stations is the major obstacle to their own development, since the potential number of listeners and the available budget per programme are inevitably reduced. Several stations are owned by newspapers, an arrangement which helps to reduce operating costs through pooling of information services and other means.

The development of radio broadcasting in the region would therefore call for improvement in the variety and quality of programmes, and an increase in audiences, rather than an expansion of transmission facilities. The provision of low-cost receivers would greatly contribute to expanding the audience, particularly in rural areas. An increase in audiences would in turn facilitate the financing of better programmes, provided the number of stations did not further increase.

The problem of the multiplicity of stations thus appears as a central one. Clearly, however, this is a matter for legislation which can only be solved at the national level. There is, in fact, a general need to modernize and improve radio broadcasting and television legislation in the region. Another problem is the lack of qualified programme staff, a subject which is discussed separately below.

Film

About ten countries produce feature films. Mexico, the largest producer, made 114 features in 1958. Argentina and Brazil produce about 30 features; Chile four; and Cuba, Guatemala, Uruguay and Venezuela, one or two annually. All feature films are made on a commerical basis.

Only a few countries produce documentary and other short films regularly. State agencies and universities play an important part in these activities. Although exact data are not available, Mexico is probably the largest producer of short films, followed by Brazil and Argentina. Smaller producers include Bolivia, Chile, Colombia, Cuba, El Salvador, Haiti, Jamaica, Peru, Puerto Rico, Uruguay and Venezuela.

Six countries produce two or more newsreels: Brazil, Mexico, Argentina, Venezuela, Colombia and Cuba. One newsreel each is produced by Bolivia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay and Peru.

Films are occasionally produced in countries other than those mentioned above. The widespread introduction of television may in due course create a demand for local films in these countries.

Mexico has a natural market for its films, particularly features, in other countries of the region. Other exporters are Argentina and Brazil. Films from the United States, and European countries, circulate widely. A few films are imported from other countries, usually through film festivals held in the region, and film clubs, which are becoming increasingly popular.

The region is served by 12,847 cinemas, with a total seating capacity of nearly seven million, or 3.5 seats per 100 people. While most middle-sized communities have at least one cinema, many smaller centres lack facilities of any kind. Governments have little mobile equipment.

Nine countries have two seats or less per 100 inhabitants (the Bahamas, Bolivia, Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Paraguay and Peru); 14 have from two to six seats; six have from six to seven seats; and three have over seven seats per 100 persons (Bermuda, British Guiana and the Falkland Islands).

Annual average cinema attendance in the region is 4.9 times per person. Attendance is highest in the Caribbean area, with rates ranging from eight to 13 times per person. In Mexico, Uruguay and Venezuela, the rate is between seven and nine, and between four and six in Argentina and Brazil.

In contrast, attendance per person is less than three times a year in Barbados, the Dominican Republic, Ecuador, the Falkland Islands, Guadaloupe, Guatemala, Haiti, Honduras and the Windward Islands.

A major obstacle to development of the film industry is the lack of qualified staff. With better-trained personnel, more and better films could undoubtedly be produced in the well-equipped studios and laboratories in Mexico, Argentina and Brazil. Many other countries, however, lack adequate film production facilities. As a result, the Central American countries at present have their newsreels processed in Mexico. Similarly, Bolivia and Paraguay utilize facilities in Argentina. Regional schemes to assist countries where film production is limited might be envisaged. Another possibility is the development of co-production arrangements.

Indeed, the main possibilities for expanding film output generally, even in countries with an established film industry, seem to lie in regional action. The development of free trade zones and common markets in Latin America will probably involve the revision of film legislation concerning import quotas, import duties and internal taxes.

The revision of legislation would need to be matched by increased co-operation between Latin American film producers, distributors and exhibitors, with a view to making better use of present resources. This objective might be furthered through the establishment of regional professional film associations.

Television

Television in Latin America has three distinct aspects. Firstly, almost all countries have transmitting facilities, generally maintained in the major cities. Secondly, television does not yet reach provincial populations in a number of countries; much, in fact, must yet be done to extend reception in urban areas already served. Thirdly, the local production of programmes is extremely limited.

Seventeen countries have at least one station, there being 100 stations throughout the region. In addition, Chile has an experimental service and the Bahamas, British Guiana, Costa Rica, Ecuador and the Netherlands Antilles are planning to establish services.

There are some 2.9 million receivers in the region, giving an average of 1.5 per 100 people. Apart from Bermuda, which averages 19.3 receivers per 100 persons, Cuba has the most highly developed service, with 5.6 sets per 100 inhabitants. Audiences are limited in all the other countries. For example, Mexico and Argentina both average 1.9; Brazil, 1.5; and Colombia, 1.1.

In general, television is privately operated. Programmes are mainly directed to city dwellers, the sector with the highest purchasing power and advertising interest. An exception is Colombia, where all stations are owned by the State, although programmes are partly under commercial sponsorship.

Since Latin America's television audiences are small, the fees paid by sponsors are very limited and it is difficult, consequently, to produce good quality programmes. Local tele-newsreels are produced in Argentina, Brazil, Colombia, Cuba, Mexico and Venezuela. International news material and many other programmes are imported, already dubbed, from the United States. Even Mexico, with its well-developed film industry, has not yet been able to compete in the television field. This, together with a shortage of technical and artistic staff, is the main obstacle to more effective television in the region.

Television audiences might be enlarged by two principal means: the provision of receivers, including battery-operated sets, at low cost; and simultaneous telecasts, from several stations, to audiences in wide areas. Such telecasts would require telecommunication links between stations. Development of the proposed Inter-American Telecommunication Network might contribute to the solution of this problem, thus facilitating the formation of a Latin American counterpart to "Eurovision". However, the problem is not solely an international one. It is important that adequate provision for television be made from the outset, when national telecommunication networks are being installed or modernized. This has already been done in Colombia, where the State-operated television service reaches 45 per cent of the population through use of satellite stations hooked up to the central station in Bogota via the national telecommunications network.

Training and research

A number of Latin American countries now have schools of journalism attached to universities or colleges. Most of these schools, however, need assistance in improving their courses. For this purpose and particularly to meet the shortage of trained journalism teachers, Unesco recently assisted in creating the Latin American Centre for Advanced Studies in Journalism, with headquarters at Quito. This Centre, now in its second year, held its first three-months training course in late 1960. Its future success will depend largely on the extent of aid available from national as well as international sources. However, the provision of teacher-training facilities is only one of many possible types of action to further the development of journalism education in Latin America. Other measures might include the provision of fellowships for study in other regions, the holding of seminars on specialized subjects under the auspices of schools of journalism or professional organizations in various countries, the translation, adaptation and publication of textbooks, and the provision of expert advice. A parallel effort needs to be made for the training of printing and mechanical staff.

As mentioned earlier, the lack of qualified news agency staff is a problem of major importance in itself. In view of the limited development of national news agencies in the area, advanced training cannot be provided within the region. As an alternative, fellowships might be awarded for one or two years' study abroad, to a selected number of Latin American journalists wishing to specialize in agency work.

In the field of radio broadcasting, the number of trained technicians is generally adequate. On the other hand, there is a shortage of trained programme staff and of facilities for training.

In the television field, there is a shortage of technicians and particularly of programme staff. Training facilities need to be developed through the establishment of centres at institutions of higher learning. Plans for such training centres have, in fact, been drawn up in Mexico. Seminars and fellowships would be essential elements of television training programmes.

Universities in several Latin American countries, including Argentina, Chile, and Mexico, have established film training centres. Universities in Uruguay and certain other countries maintain experimental or scientific film institutes. In addition, various commercial schools in the region offer training in film making. However, these facilities are in the main inadequate, due to lack of modern equipment and qualified teachers. As a result, there is a shortage of well-trained film technicians throughout the region. Training might be promoted through fellowships and seminars, as well as by lecture and demonstration tours by specialists in film production, distribution and exhibition.

Mass communication research has been limited mainly to historical studies and public opinion polls. The various institutions now providing training in press, film, radio and television in the region could give invaluable service in research if they were made aware of the usefulness of such work and of the advantages of a joint programme of action. Subjects for study throughout the region might range from legislation on the mass media to an examination of the requirements of the Andean Indian population. Here again, remedial action is greatly needed.

AFRICA

With the lowest level of literacy, Africa is likewise poorer in information facilities than the other major regions. For every 100 persons there are only 1.2 copies of daily newspapers, 1.8 radio receivers and 0.5 seats in permanent cinemas. Moreover, no single country in Africa reaches the Unesco minimum for information facilities, cited above.

The 60 States and territories in the region have a combined population of 236,000,000 or 8.1 per cent of the world total. The general level of purchasing power, slightly higher than in South East Asia but lower than in Latin America or the Middle East, is a major obstacle to expansion of the mass media. About 70 per cent of the population have an average income of less than $100; 25 per cent, between $100 and $200; and the remainder between $200 and $400. Development of the press is particularly impeded by the low level of literacy - between 15 and 20 per cent among adults.

A problem affecting development of all the media in Africa is the great multiplicity of languages and dialects. These number nearly 800 and relatively few of them are spoken by enough people to encourage their development as national or even written languages. Governments and information enterprises, particularly in the newly independent States, are faced with the difficult decision as to which of their various local languages should be employed in the mass media and whether major European tongues, such as English and French, should continue to be used simultaneously as languages of wide diffusion.

Newspapers and Periodicals

The African press is marked by wide variety in types of ownership, audience and stages of development. In northern Africa, a large part of the press is nationally owned and is devoted to Arabic language audiences in that area and, to some extent, in the Middle East. In the southern, eastern and to a considerable extent the western parts of the continent, the most effective publications are "European owned" and were published originally for European audiences. In West Africa, particularly in the English-speaking countries, African enterprise has lately come to the fore with publications in European as well as African languages. The press of East and West Africa is also characterized by the large number of publications directed by governments, political parties, church and missionary groups.

The continent is served by 221 daily newspapers with a total circulation of 2,900,000. Circulation levels range from between six and seven copies per 100 persons in Reunion, Mauritius, Melilla and the Union of South Africa to between two and five in Algeria, Ghana, Morocco, Southern Rhodesia, the Seychelles and the United Arab Republic (Egyptian Province) and to between 0.01 and 0.9 in 36 countries, including many of large population. In seven of these countries, the daily press consists of roneotyped bulletins. Fifteen countries, with a total population of 12 millions, have no dailies of any kind - Basutoland, Bechuanaland, Cameroons, Cape Verde Islands, Comoros, Gabon, Ifni, Mauretania, Nyasaland, Ruanda Urundi, St. Helena, Sao Tomé and Principe, Somaliland, Spanish Sahara and Swaziland.

There are also 835 non-dailies and 1,382 periodicals, most of which are concentrated in nine countries.

Newsprint consumption for the whole region is less than 137,000 tons annually, representing 0.6 kg. per person. Africa depends wholly on imports for its supplies of printing paper.

Among the many obstacles to expansion of the press in Tropical Africa are a dearth of development capital and an insufficiency of advertising support, due largely to the lack of major industries. This insufficiency could be in part overcome if government printing contracts were placed with domestic rather than non-African firms. In addition, newspaper operations are heavily taxed in a number of countries and the imposition of import duties on equipment and materials, all of which are imported, constitutes a further difficulty. As in South East Asia, there is a widespread lack of reasonably up-to-date composing and printing machinery, and smaller publishers have difficulty in obtaining newsprint under favourable market conditions.

Distribution problems are probably greater than in any other region, with the result that press circulation is concentrated mainly in the larger centres. Surface transport services are generally poor and the smaller publishers find it almost impossible to organize their own distributing services (even by bicycle) in wide areas with scattered populations. Under these conditions, use of the airmail has become almost obligatory in many areas. However, airmail surcharges impose an excessive burden on the precarious budgets of many press enterprises. Remedial action on this problem might be taken through the African Postal Union. It is significant that the most successful press groups are generally well capitalized enterprises with links outside the continent.

Attempts have been made to provide news sheets and other publications for newly literate persons with the aim of continuing their interest in reading. Many of these publications, though well subsidized, have not had the impact envisaged by their planners because they are too didactic in tone. The apparent solution would be to have them deal with much the same subjects as ordinary newspapers, but with the material presented in a more easily understandable form.

News Agencies and Telecommunications

National news agencies are maintained in 13 African countries - Cameroon Republic, Central African Republic, Congo (Leopoldville), Gabon, Ghana, Guinea, Morocco, Nigeria, Senegal, Sudan, Tunisia, Union of South Africa and United Arab Republic. Ethiopia, the Ivory Coast, Mali and Togo are pre-preparing to establish news agencies. A number of the existing agencies have been established with government support. Countries without national news agencies rely for their supply of news on the world news agencies, or in the case of non-self-governing territories, on the national news agencies of the administering States. In general, the exchange of news between Africa and other continents is in the hands of the world agencies.

Almost all of the national agencies in Tropical Africa are of recent establishment and require considerable development. The main obstacle to news agency expansion is lack of managerial experience and the need to simplify the problems involved. A common error in establishing news agencies in any region is the tendency to mix the straightforward work of collecting and distributing news with miscellaneous activities such as publishing, advertising and propaganda. In addition, there is the need to make a clear distinction between a national news agency and a government information department, even if the news agency is government sponsored.

Since in most of the African countries subscriptions from newspapers, broadcasting services and other sources would not meet the cost of running a news agency, government assistance would probably be necessary. In that event, conditions for the establishment of an agency should provide that it does not become an organ of the government itself or of any single interest.

To assure a comprehensive flow of news between the countries of Africa, co-operation between national news agencies would need to be encouraged. This objective might be furthered through an association of national agencies which, while enjoying complete autonomy, would exchange news, promote technical improvements, safeguard their common interests and assist in the development of new news agencies. In Europe, an association of this kind, the European Alliance of News Agencies, has functioned effectively since its establishment in 1957.

With the exception of the southern part of Africa, telecommunications are inadequately developed, particularly between countries within the region. As a result, messages being sent between two points in Tropical Africa must often be routed through Paris or London, instead of being transmitted direct. Direct links are in fact, generally non-existent. Telegraph services are rudimentary and telephone services little developed, if at all. In addition, the transmission of news is hindered by high or discrepant communication charges, with rates for similar services varying by as much as 600 per cent.

An effective and economic means of overcoming these deficiencies would be the provision of scheduled radio communication services, with the news agencies leasing transmitters and receivers, or time on these facilities, at reasonable rates. The possibility of organizing a co-operative news exchange service using these channels might be studied, in consultation with the African Telecommunication Union. The development of telecommunication services for the mass media could be considerably encouraged if telecommunication administrations or their concessionaires would allow news agencies to make direct use of their radio communication facilities. Direct use of such facilities is permitted under the International Telegraph Regulations and adequate safeguards against abuse are provided (Article 85, Geneva Revision, 1958). At the same time, the wider use of the airmail for the dispatch of news articles, features and photos should not be overlooked.

Radio Broadcasting

Radio broadcasting has advanced more rapidly than the press in Africa and in recent years the total of receivers has increasingly exceeded that of copies of daily newspapers. In most of the countries, broadcasting services are under public control and their expansion has been actively encouraged by governments. Nevertheless, many gaps remain to be filled, particularly in the provision of programmes suited to local audiences.

Throughout the region, there is wide diversity in the stages of development reached. Countries in the southern part and most of the northern part of Africa have achieved the highest level of expansion. In Tropical Africa, a number of countries have made moderate progress. On the other hand, various territories, including Gambia, Ceuta, Ifni, Melilla, Ruanda Urundi and St.Helena, still lack broadcasting facilities of any kind. The Cameroons do not produce programmes but are served by Nigeria. Basutoland, Bechuanaland, South West Africa and Swaziland are similarly served by the Union of South Africa.

There are no more than 309 transmitters for the whole continent, most of them being concentrated in nine countries. Radio receivers total 4,344,000, giving an average of 1.8 for every 100 inhabitants. Only four countries have more than five sets per 100 persons - Mauritius, Sao Tomé and Principe, Somaliland and the Union of South Africa. Countries with the lowest distribution level are Ruanda Urundi, Upper Volta, Niger and the Sudan.

A number of countries maintain international broadcasting services and also conduct domestic programmes in one or more local languages. Most of the non-self-governing territories broadcast programmes supplied by the administering States.

In developing their services, the countries of Tropical Africa are confronted first with the problem of assuring national coverage with the limited resources at their disposal in terms of finance and trained personnel. Circumstances may dictate a beginning with the more concentrated urban areas where services can be more easily and economically established. But it is essential that planning should, from the start, provide for the larger operation. Such decisions affect the choice of transmission systems and the types of receivers suitable for use in areas with inadequate electrification.

A major transmission problem in Tropical Africa arises from the fact that, for reasons of economy, short-wave broadcasting is widely used for domestic services. Short-wave transmissions in the tropics are, however, severely affected by solar interference from October to April and improvement can only be realized if funds are made available for the introduction of frequency modulation broadcasting, combined with medium-wave "booster" services. The solution to the receiver problem may lie in the provision of low-cost transistor sets, ideally available to every family and school. Communal listening may help to meet the shortage of sets but should be regarded as a temporary and insufficient device. It is to be noted that, with one or two exceptions, the countries of Africa rely on imported equipment and that duties increase the cost of receivers by as much as 50 per cent.

Organization of the exchange of programmes is particularly difficult in Tropical Africa, due largely to the multiplicity of local languages and the widely differing cultural backgrounds of local audiences. The problem is much more acute in this region than in South East Asia, the Middle East or Latin America, where large population groups have linguistic or cultural affinities. For those audiences in Africa whose common language is English or French, the larder is not so empty as for others. But the programmes available to them through exchanges or transcriptions are rarely produced with African audiences in mind.

Film

Only the United Arab Republic and Tunisia produce feature films regularly. In 1959 the United Arab Republic made 60 features and Tunisia one (in co-production with France). Newsreels are produced, generally by government agencies, in Angola, Ghana, Mauritius, Morocco, Mozambique, Tunisia, and the United Arab Republic. Documentary films are made in Algeria, Congo (Leopoldville), Ghana, Morocco, Nigeria, Northern and Southern Rhodesia, Sudan, Swaziland, Tunisia, Uganda, Union of South Africa and the United Arab Republic. Features and newsreels from Europe and North America circulate fairly widely.

There are 2,400 cinemas with a total of 1,300,000 seats. Only Algeria, Mauritius, Melilla and St. Helena possess more than two seats per 100 inhabitants. Although mobile units are being increasingly used in rural areas, the average attendance per person for the whole region remains at a level of once a year. Countries with an attendance rate of more than twice a year are Algeria, Libya, Mauritius, St. Helena, Sierra Leone, Union of South Africa and the United Arab Republic.

As will be seen from the foregoing summary, most of the countries of Tropical Africa lack production facilities of any kind. Existing production units are hampered by a dearth of development capital and of trained personnel, the high cost of importing raw film and equipment generally subject to import duties, and difficulties in organizing adequate distribution systems. In countries with linguistic or other affinities, the production of films, at least of newsreels and documentaries, might be encouraged by pooling studio and other facilities. Co-operative arrangements might also be made by groups of countries for the purchase of materials.

In a number of countries, existing arrangements for distribution do not favour the exhibition of information films in commercial cinemas generally committed to "double feature" programmes. Alternative outlets for information films might be provided through the formation of community cinema clubs which could also serve as teleclubs eventually. As in the other regions, there is a widespread need of low-cost projectors for use in schools and community centres, and of mobile units for screenings in non-electrified areas.

Television

Although television is in its infancy in Africa, both external and internal forces are stimulating its expansion in a region rich in visual, oral and ceremonial tradition but with a limited level of literacy. On the one hand, European commercial interests, working in conjunction with local interests, are underwriting a number of development projects. On the other hand, many African governments view television as a potent instrument for education on the school, vocational and adult levels and, hence, as a means of aiding transition from primitive tribalism to modern civilization.

Regular services are now being conducted in Algeria, Nigeria, Southern Rhodesia and the United Arab Republic. There is a total of six transmitters and 84,000 receivers in the region. Eight additional countries are preparing to introduce television - Congo (Brazzaville), Ghana, Kenya, Mauritius, Morocco, Northern Rhodesia, Sudan and Tunisia.

In all four "television" countries, programmes are conducted under public supervision. In Algeria and the United Arab Republic, the services are a government enterprise and in Nigeria and Southern Rhodesia they are conducted by British commercial interests under contract to the State. It is significant that in Nigeria, news broadcasts and programmes of African music and dances are far more popular than the imported serials favoured in various Western countries.

Problems affecting development of television in Africa are similar to those in Asia. Failure to realize the significance of television may lead in some countries to the drawing up of plans which may be out of date by the time they are put into force. Careful planning and research, preferably on a regional basis, is necessary to ensure that the medium is developed in an efficient and orderly manner. Countries without television should be able to benefit from the experience of those which have established services, particularly with regard to the maintenance of educational and cultural standards.

Since most of the countries possess very limited resources for the development of television, services might best be established by groups of countries, taking into account the need for agreement on uniform standards of transmission. Co-operative arrangements of this kind might also be effective in overcoming such major problems as the provision of programmes suited to African audiences, the allocation and use of frequencies, the acquisition of equipment from abroad and the training of personnel.

In a number of African countries, television will necessarily be limited to urban centres until outlying areas are electrified. Another obstacle to national coverage is the cost of providing receivers in a region of low individual purchasing power. This difficulty might be overcome by organizing community viewing through teleclubs, which could also be used for discussion groups on programmes of special interest.

Training and Research

Africa suffers more acutely from a dearth of trained personnel than any other major region. Some countries, for example, cannot claim a single qualified journalist and in a number of others, journalists and radio broadcasters work only on a part-time basis. Journalism courses are conducted at university level in Congo (Leopoldville), Ghana and the United Arab Republic; a similar course is being established in Nigeria. In the other African countries, journalists and newspaper executives receive only "on-the-job" instruction and have little opportunity of acquiring an understanding of their professional responsibilities. In addition, there is a general need for textbooks on editing and newspaper management and other training material.

In the news agency field, the lack of managerial experience is a basic difficulty. This problem might be overcome by sending prospective executives to major news centres abroad for training. Alternatively, younger executives from news agencies overseas might be engaged to set up agencies in African countries and train local staff in their functions. Provision should also be made for the exchange of news agency staff within the region.

There are no organized facilities in Africa for training radio personnel. Although technicians from English-speaking and French-speaking countries are able to obtain training in the United Kingdom and France respectively, there is a need for training centres within the region, where instruction could be given within an African context.

In the fields of film and television, there are no facilities for training professional and technical staff, apart from "on-the-job" instruction. Fellowships might be provided for instruction outside the region, until such time as training centres are established in Africa.

There are no facilities for mass communication research which, as in other regions, is essential for the effective development of the media.

MIDDLE EAST

In this region, Israel is the only country with well developed information media and is in fact able to claim 52 per cent of the total daily newspaper circulation, 40 per cent of the total of radio receivers and 42 per cent of cinema seating capacity in the Middle East. To give a more accurate picture of the general level of development in the Middle East, Israel is therefore excluded from this account.

The remaining 13 countries in the region have a combined population of 27,000,000 or 0.9 per cent of the world total. Lebanon is the only country that meets the Unesco minimum for information facilities.

As in the other regions covered in this survey, the low level of purchasing power considerably hinders development of the information media. About 50 per cent of the population in the region have an average annual income of less than $100; 40 per cent, between $100 and $200; and five per cent between $300 and $400. The generally low level of literacy (25 per cent among adults) particularly hampers expansion of the press.

On the other hand, the prevalence of a common language, Arabic, and of a common printing script is a factor favouring development of the media. Since certain countries in North Africa likewise use the Arabic language and script, common solutions might be sought for problems affecting the Arabic-speaking peoples of the two regions. It is also noteworthy that certain South East Asian countries have cultural links with the Arab countries. In the formulation of a programme for the development of the media in the Middle East, the relationship of this region to Africa and South East Asia should be taken into account.

Newspapers and Periodicals

One hundred and eighteen daily newspapers, all of small circulation, are published in the 13 countries. There total circulation is 378,000, representing 1.4 copies for every 100 people. Lebanon possesses as many as 46 dailies, the United Arab Republic (Syrian Province) 40 and Iraq 16. On the other hand, Yemen, Bhutan, Muscat and Oman, Trucial Oman and Qatar have no daily press.

Lebanon, with ten copies of dailies per 100 persons, and Bahrein (5.8) have the highest circulation levels; in the other countries, the average ranges from less than one copy in Aden (Colony and Protectorate), Kuwait and Saudi Arabia to 1.9 in Jordan and the United Arab Republic. It is noteworthy that the metropolitan press of Cairo covers a large part of the region.

The countries are also served by 59 non-dailies and weeklies and 154 periodicals, most of which are published in Lebanon and Iraq.

The total annual consumption of newsprint is 8,400 tons, giving an average of 0.3 kg. per person - a level as low as in Scuth East Asia. All of the 13 countries depend on imports for their supplies of printing paper.

A general characteristic of the Middle Eastern press is the concentration of publications in the capital cities. The few small town newspapers and periodicals are of limited interest and are technically not well produced. Country dwellers therefore depend on the urban papers, which in general reach them only after long delays. Newspaper circulation could be considerably increased if rural publications were expanded and distribution services improved.

Among obstacles hindering press expansion are lack of development capital and of equipment, particularly in the rural areas. The smaller newspapers also have particular difficulty in obtaining printing paper at favourable prices. Rationing of newsprint is generally maintained because printing capacity far exceeds available supplies. Import duties and foreign currency shortages also make it difficult for publishers to obtain essential materials.

News Agencies and Telecommunications

Only two countries, the United Arab Republic and Iraq, have national news agencies, both of them being maintained with government support. Several of the larger Middle Eastern newspapers maintain foreign correspondents within the region and abroad. However, the flow of news between centres of the region, as well as between the Middle East and the rest of the world, remains in the hands of the world news agencies. Although certain agencies have reduced their subscription rates, most of the smaller papers cannot afford to pay for services sufficient to assure a wide news coverage.

Over a large part of the region, the flow of news is hindered by high or discrepant costs of transmitting news and, in some countries, inadequacies in telecommunication services or facilities. Remedial action in this field might be taken through the recently established Arab Telecommunication Union. In general, the level of telecommunication development is higher in the Middle East than in South East Asia and the prevalence of a common language is an additional factor favouring the flow of information. Much could be done to develop regional teleprinter and teletype-setting services to facilitate publication of identical or modified editions and features in various Middle Eastern centres.

Radio Broadcasting

Radio broadcasting has developed rapidly under government sponsorship in a number of Middle Eastern countries. Expansion has been facilitated by the linguistic and cultural unity of the region, which permits individual countries to benefit from the experience of others.

The countries are served by a total of 37 transmitters and 590,000 receivers, representing 2.2 sets for every 100 people. This average, though below the Unesco minimum of five receivers, is higher than that in South East Asia and Africa.

Country averages range from 22.8 receivers in Kuwait to over five in Lebanon and the United Arab Republic and 0.3 in Saudi Arabia. Community receivers are increasingly used in rural areas and a number of countries maintain international services.

While certain broadcasting organizations transmit special programmes for rural and other audiences, others do not yet have adequate means of varying their programmes to meet the needs of different groups. The exchange of programmes within the region has not been very considerably developed, due partly to the fact that listeners in each country can readily receive programmes from other countries sharing the same language.

Throughout the region, there is an acute need for low-cost receivers. No sets are manufactured in the Middle East and import duties add to the cost of all radio equipment. Another obstacle is the cost of transmitting information required for news broadcasts, which figure prominently in Middle Eastern programmes.

Film

Development of the film has been retarded in the Middle East due to economic and other reasons. No feature films have recently been made in the region and no documentaries except in Kuwait. Newsreels are produced in Kuwait and the United Arab Republic (Syrian Province). Features from the United Arab Republic (Egyptian Province), which has extensive production facilities, circulate in the Middle East, as well as in South East Asia.

Several Middle Eastern countries have begun adapting imported educational films for local exhibition and are preparing to produce films of this kind. As these countries share a common language, the pooling of facilities would be a practical means of aiding the production of information films both for the cinema and for television. Since all raw film and equipment is imported, co-operative arrangements might likewise be made to secure these materials at lower cost.

The 13 countries are served by 340 fixed cinemas (35 and 16 mm.) with a total of 165,000 seats, representing 0.6 seats for every 100 people. The average attendance per person is 1.7 times a year. Both of these averages are lower than in South East Asia. Only Lebanon meets the Unesco minimum of two seats per 100 people. An increase in the number of mobile units and of 16 mm. is particularly needed in rural areas. Projectors are also required for schools, few of which are as yet equipped. With these exhibition facilities, educational films could reinforce efforts undertaken in the radio field to instruct children and adults in rural areas.

Television

Television is developed to a limited extent. Iraq, Lebanon and Saudi Arabia conduct regular services and Kuwait maintains an experimental station. There is a total of five transmitters and 49,000 receivers in the region.

Since the countries of the Middle East possess very limited resources for the development of television, the establishment of a co-operative regional service might be advisable. Basic problems of television development are the same as in the other underdeveloped regions - a dearth of trained personnel and of programme resources, difficulties in assuring national coverage, and the problem of providing reception facilities in areas of low individual purchasing power.

Training and Research

Lack of training facilities in all the media represents a major problem. There are no schools of journalism within the region, instruction in newspaper editing and management being provided only through "on-the-job" training. There are no organized facilities for training film technicians. In the fields of radio and television, training facilities are provided only in Iraq. The general problem might be most effectively solved through the organization of regional training services.

There are no facilities for research in the development and use of the mass media. The provision of such facilities, particularly in audience research, would be an essential element of any development programme.

OTHER AREAS

Oceania

Within this region, Australia, New Zealand and Guam have well developed information media. French Polynesia and Norfolk Island have sufficient radio and cinema, but insufficient press facilities. The other dependencies are lacking in respect of all or most of the media.

The island groups have a total population of 2,889,000 and in most of them literacy is at a high or fairly high level; only in the Solomon Islands, North East New Guinea and Papua is the level 20 per cent or less among adults. A more widespread obstacle to development of the media is the level of purchasing power. In general, the average income per person ranges from less than $100 to between $200 and $300 annually.

The press is very little developed and the distribution of daily newspapers averages only 0.3 copies per 100 persons. The Fiji Islands and New Caledonia each possess a daily newspaper, with a circulation of a few thousand copies. Daily bulletins appear in American Samoa, the Cook Islands and French Polynesia, and weeklies and periodicals in most of the other areas. The New Hebrides and Tonga have no press facilities. Australian and New Zealand newspapers circulate in areas south of the equator.

Radio broadcasting services, directed by governments, are more widely developed than the press and have become the main source of news and other information. Transmitters are maintained in American Samoa, the Solomon

Islands, Cook Islands, Fiji, French Polynesia, Gilbert and Ellice Islands, New Caledonia, Niue, Pacific Islands, Papua and Western Samoa. The remaining groups have no transmission services and rely on broadcasts from other Pacific areas. Although community sets are increasingly used, only Fiji, French Polynesia, Nauru, New Caledonia and Norfolk Island exceed the Unesco minimum for receivers.

No films are produced in the islands. Of 13 groups for which data are available, only American Samoa, Cook Islands, French Polynesia, New Hebrides, Norfolk Island, and the Pacific Islands have more than two cinema seats per 100 persons. Mobile units are used to a fair extent. The average attendance per person is 1.4 times a year but is considerably higher than this in American Samoa, Fiji and French Polynesia. There are no television transmission or reception services in any of the dependencies.

Scattered over a vast ocean area, and with small populations, the island groups face formidable obstacles of transport and finance in the development of their press and cinema facilities. In the radio field, distance is less of a problem than that of finance, which bears upon the improvement of broadcasting services under tropical conditions. There is a general need of low-cost film projectors and radio receivers.

Europe

Among European countries, Albania and Turkey are underdeveloped in press, radio and film, and Portugal, Spain and Yugoslavia in press facilities.

Daily newspaper circulation in the five countries ranges from 4.5 to 7.1 copies per 100 persons and per capita consumption of newsprint from 0.7 to 2.6 kg. annually. Portugal, Spain and Yugoslavia produce newsprint but not in sufficient quantities to meet their needs. All five countries maintain national news agencies.

Albania has 2.8 radio receivers per 100 persons and Turkey 4.4. Both countries maintain international as well as domestic programmes and use community receivers in outlying areas.

Feature films are regularly produced in Turkey and occasionally in Albania (in co-production with the USSR). Both countries produce newsreels. Albania possesses 1.3 cinema seats per 100 persons and Turkey 0.8. Turkey has introduced television and Albania is planning to establish a service.

CHAPTER THREE

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The information media, it may first be noted, serve the dual purpose of keeping people informed of the world in which they live and as an instrument of education in the broadest sense. This second aspect, which has perhaps been insufficiently recognized, is of growing importance, particularly in the developing countries. Illustrating this trend is the fact that radio broadcasting and visual aids are being increasingly used in these countries to bypass the barrier of illiteracy and even, in some cases, to attack illiteracy itself.

The dual function of the information media has been fully recognized by the United Nations and the Specialized Agencies. In the first place, development of the media has been considered as a prerequisite to the full enjoyment of freedom of information. If adequate facilities for information are lacking, that basic human right manifestly cannot be enjoyed. As recalled earlier in this report, the United Nations Conference on Freedom of Information in 1948 proclaimed that freedom of information "depends for its validity upon the availability to the people of a diversity of sources of news and of opinion". The Conference also declared that freedom of information "is the touchstone of all the freedoms to which the United Nations is dedicated"(41).

On the other hand, a dearth of facilities over wide regions of the globe prevents hundreds of millions of people from effectively enjoying freedom of information. Unesco has suggested that each country should aim to provide for every 100 of its inhabitants at least ten copies of daily newspapers, five radio receivers, two cinema seats and two television receivers. On this basis, it appears that nearly 70 per cent of the world's peoples, living in over 100 countries, lack the barest means of being informed of events in their own lands, let alone in others. Such poverty of information facilities is particularly acute in the rural areas of many underdeveloped countries. It is such areas, moreover, that are generally most lacking in facilities for formal education.

This factor further emphasizes the second aspect of development of the information media - that is, their crucial rôle in education and in economic and social development generally. It is being increasingly recognized that the mass media, unsurpassed in speed, range and force of impact, offer unlimited possibilities of providing technical instruction and training, as well as general education, on a broad scale. This consideration is of primary importance to communities which are seeking to achieve, in a matter of years, what it has taken the advanced countries centuries to accomplish.

There is, in fact, a reciprocal relationship between development of the media and economic and technical development. On the one hand, a society must reach a certain level of wealth and technological advancement before it can establish and maintain the services of the mass media. On the other hand, the media can markedly stimulate the capacity to create further wealth and can spur technical progress by enlisting the human factors, such as improved skills and better education, more directly in efforts for economic and social expansion. The mass media can thus serve effectively in winning public support and participation in those efforts. This active public participation in turn facilitates more effective planning by governments and other agencies, and thus becomes a key element in the industrialization of underdeveloped countries.

It is accordingly apparent that the mass media grow with and contribute to the general economic development of a nation. For a country's industrial planners, it thus becomes necessary to consider what part of the national resources might best be devoted to development of the media so as to contribute most effectively to the general expansion of the economy. Planning for development of the media must of course take account of the multiplicity of other national needs in economic expansion. However, it would appear that development of the media, possibly because its effects are more indirect than direct, has not generally been given the place it should logically occupy. Yet an accelerated development of the media may justifiably be considered as an essential element in pre-investment, along with the expansion of education and of such services as communications and transport, and, therefore, as an integral part of any general programme for economic and social progress.

The close relationship between development of the media and general economic and social development may be demonstrated statistically. A study initiated by Unesco as part of the present survey shows that in all of the underdeveloped countries of Africa, Asia and Latin America, development of the media correlates very highly with other factors in national growth, such as average per capita income and levels of literacy, urbanization and industrialization. The study also demonstrates that as per capita income rises, the demand for the media increases more rapidly in the underdeveloped than in the developed countries. In other words, expansion of a nation's economy is paralleled by the expansion of its media. Indeed, the two processes interact because, as already observed, development of the media in turn spurs economic growth.

It may therefore be anticipated that current economic and social expansion in the underdeveloped countries will bring a progressive increase in the demand for the media in those areas. An assessment of that probable increase would manifestly be necessary in planning a programme for development of the media. A tentative forecast by Unesco, based on estimates of future increases in the demand for newsprint resulting from increases in per capita income, shows that total demand for the media in Africa, Asia and Latin America is likely to more than triple by 1975. High as this estimate appears, it may well err on the conservative side. It does not, notably, allow for the effects of spreading literacy, which is expected to increase during the next 15 years more rapidly than might be expected from the increase in income alone. This period, it may be noted, will also witness further technological advances which are already transforming communications in the advanced countries and are expected, before long, to make their influence felt in all parts of the world. Of the multiplicity of advances in this field, it suffices to mention the possibilities of transmitting press dispatches and radio and television programmes over wide areas by means of satellites in outer space; of using teleprinter and teletype-setting services for the simultaneous publication of newspaper editions and features throughout whole regions; and of employing television and facsimile services to transmit a newspaper direct into the home. These advances have opened not only a new era in world communications, but also a new approach to international co-operation.

Meanwhile, however, the underdeveloped countries are impeded by a maze of technical and economic obstacles in their efforts to develop their information media. For example, many of these countries lack accurate data as to the extent and distribution of mass media facilities, and as to the transport, communication and other services needed to support a programme for mass media development. In most of them, moreover, expansion of the media is further hampered by the high cost and inadequacy of telecommunication, postal and transport services. Machinery and essential materials, such as newsprint, are in short supply and scarcities of foreign exchange limit their importation. A number of countries, again, have special problems such as those arising from a multiplicity of languages or from climatic and other natural difficulties encountered, for example, in tropical broadcasting.

Restrictive legislation and administrative practices constitute another common obstacle. Quantitative limitations are a hampering factor in such fields as the co-production or exhibition of films. Import duties increase the cost of supplies and, for some materials, such as radio receivers, may make the cost almost prohibitive. In addition, internal taxes on the operation of information enterprises may seriously impede their growth, particularly in the press and film fields.

In many cases, restrictions in the form of national legislation and administrative practices have arisen with the general growth of trade restriction and have been only fortuitously applied to the information media. Indeed, there now appears to be a growing willingness on the part of governments to grant dispensations favouring development of the media, provided that the measures to be taken are drawn to their notice and the mechanism for applying them is not unduly cumbersome.

Of key importance, of course, is the lack of development capital in the less advanced countries. It has been found that in plans for the economic development of such countries, expenditure on communications and transport is usually about one-sixth of total public development expenditure. Within this total, communications represent about two to three per cent, most of which, however, is invested in the development of telegraph and telephone services. Of the total of public development expenditure, slightly under one per cent is, in general, devoted to development of the information media - mainly in the broadcasting field. To this should be added recurrent expenditure on the operation and maintenance of information enterprises. In many countries, moreover, much of the expenditure on development of the media is private, particularly in the establishment and operation of newspapers, the production or importation of radio receivers and films, and the building of cinemas.

Although national initiatives for development of the media have been at best sporadic, on the international level there has for a number of years been increasing recognition of the need for action in this field. As far back as 1948 the United Nations Conference on Freedom of Information recommended specific measures to encourage development of the media(42). The following year the United Nations Sub-Commission on Freedom of Information and of the Press, set up by the Commission on Human Rights, concluded that special attention should be paid to the development of domestic information enterprises as part of the economic development of the less advanced countries. In 1952, the General Assembly called for a programme of concrete action for development of the media(43) and in 1955 the Economic and Social Council requested the Secretary-General of the United Nations to present elements for the formulation of such a programme (44).

A special Committee on Freedom of Information, set up in 1957 by the Commission on Human Rights, gave its main attention to the development of the media and the Commission itself decided in 1959 to review on a continuing basis the problem of providing technical assistance to the underdeveloped countries in the information field(45).

Parallel with the recognition of the need to develop the information media, there has been a history of international effort which, although limited in scope, has none the less demonstrated the feasibility of such action. The work of the United Nations and the Specialized Agencies has moreover shown that, in the advanced countries, there exists a vast fund of knowledge and techniques which could be effectively channelled to the underdeveloped countries if the necessary resources were to be made available.

What appears to be needed is an impetus which only the underdeveloped countries themselves can provide. As was emphasized at the Bangkok meeting on development of the media in South East Asia, national development should be the basis of any programme in this field. While the technical assistance required is available in the developed countries, the demand for the programme, and the accompanying national measures, rest with the underdeveloped countries.

The principal value of the present report may, in fact, reside in its possible stimulus to broad national initiative in an international setting. Indeed, the following recommendations might ideally have been based on an examination, far more detailed than could have been made through a regional analysis, of the problems of each country concerned. This kind of national survey may well become the logical sequel to the present report.

RECOMMENDATIONS

The recommendations set forth below fall into two groups - those of a general nature and those concerning each of the media. Each recommendation is followed by a note on its motivation which is, in general, a recapitulation of the relevant observations contained in this report.

(A) GENERAL RECOMMENDATIONS

(i) Governments of the underdeveloped countries might consider the possibility of formulating national programmes for development of the information media as as part of their planning for economic development.

This recommendation is basic to the effective development of the information media in underdeveloped countries. As has emerged from the present report, national development of the information media would constitute the basis of any general development programme. Such expansion, in turn, would form an integral part of plans for economic and social development. The action taken by the United Nations in this field may provide the impetus for corresponding national initiatives by the countries concerned.

Long-term planning for development of the media may well follow individual patterns according to each country. Certain common elements will, however, mark the initial phase of such planning. These would include the drawing up of an inventory of existing information facilities and an assessment of national needs, the definition of priorities for the various media and the co-ordination of the mass media programme with plans for the expansion of communications, transport and other services. Such preparatory work would be needed in order to estimate the proportion of the national resources, in both the public and private sectors, required for the mass media programme and for integrating it with general plans for economic development.

(ii) Governments of the underdeveloped countries might consider the possibility of establishing national committees to assist in formulating and carrying out programmes for development of the information media.

The variety and complexity of the tasks involved in drawing up and carrying out a development programme would seem to require some kind of co-ordinating machinery in each of the countries concerned. This might take the form of a national committee, which could gather together representatives of all the interested institutions and governmental agencies, including those concerned with economic development, education, telecommunication and transport and which could also enlist the participation of the information professions.

A national committee of this kind could be the focal point for carrying out most of the present recommendations of a general nature and, in particular, the foregoing central recommendation on the formulation of a national programme for development of the information media. It might establish national plans, including a suggested definition of priorities for expansion of the various media, and also determine the phasing of the plans and the budgets needed. It would, finally, ensure the integration of the plans with the country's general programme for economic and social development.

(iii) Governments of the underdeveloped countries might consider the inclusion of appropriate mass communication development projects in their requests for technical assistance or in their bilateral or multilateral aid programmes for economic and social development.

This recommendation reflects a proposal which the Bangkok meeting for South-East Asia made to governments of that area and which might well be applicable to other regions. It attests to the growing importance attached to mass communication projects in requests for technical assistance, as exemplified in the mounting number of such requests received from the newly independent countries of Africa. Such requests might be devoted to drawing up long-term development measures, assessing how modern techniques and equipment might be most effectively employed, defining the resources required and carrying out training programmes for mass communication personnel. To this end, teams of experts might be requested to conduct national surveys and on-the-spot studies. Meetings might also be organized to help governments and the mass media associations carry out specific development projects.

(iv) Governments of the underdeveloped countries might consider the possibility of assisting the establishment of national training programmes for professional and technical personnel and of encouraging research in the use of the information media.

As already observed, the lack of qualified professional and technical staff is one of the most formidable obstacles to development of the information media in all the regions concerned. The provision of trained staff is essential not only to the effective operation of information enterprises but also to the improvement of standards which would enable the mass media to play their full rôle in programmes for economic and social development.

Governments might therefore consider the possibility of assisting the establishment of national training programmes. To this end, assistance might be given in establishing training schools or courses; in providing training fellowships, study grants and expert aid; in organizing the production of textbooks for training; and in equipping libraries and laboratories at schools of journalism. Consideration might also be given to the possibility of creating, in each region, a council to direct a long-term programme of seminars on teacher training, courses for working journalists and the exchange of experience among professionals in all the media. A pattern for such training programmes exists in the international institutes for higher studies in journalism established at the University of Strasbourg, France, and the Central University of Ecuador, Quito.

Closely related to the question of training is that of mass communication research, which would be necessary both for the planning of a development programme and in determining how the mass media might best be employed as instruments for information and education. Research would be required, for example, in making a national inventory of needs and resources in the information field, in improving the management of information enterprises, in applying new communication techniques and in studying the response of audiences to the various media. Another field for study, particularly in the newly independent countries, would be the problem faced by governments in the preparation of legislation applicable to the establishment of information enterprises. This problem has arisen in varying ways in the development of press, broadcasting and film enterprises throughout the world. The considerable body of experience thus acquired might be placed at the disposal of the developing countries.

(v) In planning the development of their communication and transport services, governments of the underdeveloped countries might give due consideration to the present and future needs of the information media.

The effective development of the media depends to a very large extent upon the availability of telecommunication facilities for news agencies, newspapers and radio and television services. Such development is frequently hampered by high or disparate communication charges; by the inadequacy of telecommunication facilities; and by technical limitations on their use. In planning the development of telecommunication services, governments might give special consideration to the particular problems of the media and especially to the new opportunities offered by recent technological advances for the enhanced use of the media for information and education.

The importance of the development of communications in the underdeveloped countries has been emphasized by the International Telecommunication Union. In 1958 the Union's Administrative Council drew the attention of Member countries, particularly in Africa, Latin America and the Middle East, to the usefulness of joint action on the regional level as exemplified by that undertaken in Asia and the Far East under the Expanded Programme of Technical Assistance(46). Such regional co-operation, with particular reference to the use of telecommunications by the mass media, was recommended by the meeting of experts on the Inter-American Telecommunication Network (Mexico City, April 1960)(47).

Another major factor in development of the media is the provision of adequate air and surface transport services for the distribution of information materials. Problems of the media in the transport field might be examined within the framework of the international and regional organizations concerned.

The broad problem of the effective use of communications and transport services in development of the media was examined in 1953 by the Rapporteur on Freedom of Information appointed by the Economic and Social Council. The Rapporteur concluded that decisions of administrative conferences in the telecommunication and postal fields "have the most immediate implications for the free flow of information". He also observed that "if governments were prepared to appropriate relatively small additional sums of money, the potentialities in these fields would be better exploited"(48).

(vi) Governments of the underdeveloped countries might consider reviewing their tariff and fiscal policies with a view to facilitating the development of the information media and the free flow of information within and between countries.

A maze of tariff and trade obstacles and mounting costs impedes the development of the mass media and the free flow of information both within and between countries. In some cases, tariffs have been imposed for the protection of domestic industry and, in others, as a means of raising revenue. However, these considerations might well be offset by the advantages offered in promoting educational progress and development of the information media. Consideration might therefore be given to the elimination or reduction of such obstacles.

A wide variety of possibilities exists for international action to reduce tariff and fiscal obstacles to development of the information media. One such possibility is offered by the Agreement on the Importation of Educational, Scientific and Cultural Materials(49), which grants exemption from import duties to publications and, under certain conditions, to newsreels, educational films and sound recordings. It would assist development of the media if the underdeveloped countries were to adhere to the Agreement and, in accordance with its spirit, provide for tariff exemption of such articles as newsprint; printing and composing machinery; news-transmitting equipment; raw film and film projectors; and radio and television receivers and equipment in finished or semi-finished form.

Other obstacles are the levying of internal taxes on press, film and other information enterprises, shortages of foreign currency required for the purchase of essential materials and the imposition of fiscal taxes on press dispatches. Consideration might be given to the possibility of reducing taxes on information enterprises to the extent permitted by national revenue requirements. Bilateral agreements might be concluded between governments of exporting and importing countries to enable intending importers to purchase needed materials with local currency. With regard to the levying of fiscal taxes on press dispatches, it may be noted that successive Plenipotentiary Conferences of the International Telecommunication Union have adopted an opinion in which Member countries "recognize the desirability of avoiding the imposition of fiscal taxes on any international communications"(50).

(vii) Encouragement might be given to the establishment or expansion in the underdeveloped countries of professional associations of the mass media, as essential elements in a development programme.

Essential to the operation and growth of the mass media are the men and women whose vital task it is to inform the world's people through those media. Any development programme would depend considerably for its success on the close association of the information professions. An effective way of enlisting such co-operation is through the professional organizations of press, film, radio and television, of which there are over 1,000 in some 93 countries(51).

In the advanced countries, professional associations of the mass media have helped their members to serve the public interest better through such activities as the improvement of facilities for professional training, the establishment of professional standards, and the promotion of the free flow of information. At the same time, international professional associations have co-ordinated the efforts of national organizations and have sought to assist the establishment of similar groups in the underdeveloped countries. The professional organizations thus constitute an invaluable source of talent and co-operation for the implementation of a development programme.

In most of the underdeveloped countries, professional associations have not had an opportunity as yet to take root and are limited at best to local societies of slender scope and resources. The opportunities offered for professionals to gather together at the seminars and meetings forming part of a development programme would stimulate the growth of professional associations in the underdeveloped countries. The growth in those countries of well-knit organizations of publishers, journalists, broadcasters and other information personnel would be of invaluable assistance to national development programmes. Such associations could effectively serve the immediate purpose of advising on the formulation of requests for technical assistance for mass communication development projects.

(B) RECOMMENDATIONS, BY MEDIA

As already observed, measures of a national character would constitute the main elements of the development programme recommended for implementation with the help of the United Nations.

All such measures would, of course, be determined according to the needs of each country and in full co-operation with the information professions. Nevertheless, certain features of the development of the individual media would appear to be common to all countries.

The present recommendations deal with the general measures which might be taken to develop news agencies, newspapers and periodicals, radio broadcasting, films and television. The background to the recommendations will be found in the review of the problems of developing the information media, given in Chapter II of this report. The recommendations outline the broad action involved in the development of each of the media; more detailed suggestions in the case of South East Asia and Latin America will be found in the reports for those regions, published separately by Unesco(52).

Measures might be taken to encourage and assist the establishment and expansion in the underdeveloped countries of news agencies, newspapers and periodicals, radio broadcasting, film and television

(i) News Agencies

National news agencies are the basis of an adequate system for disseminating news. Experience has proved that they provide essential services not only for newspapers but for radio broadcasting and other media. They, in turn, depend upon the media for revenue necessary for their maintenance and expansion.

A primary measure, therefore, would be the furnishing of assistance for the expansion of existing national news agencies, and for their creation where there are none. Such assistance might be given by means of expert missions to advise on the establishment, equipment and operation of national news agencies, and also by the extensive provision of fellowships for the training of personnel. Another requirement would be long-term loans, from domestic or other sources, for the purchase or lease of equipment.

As telecommunication networks are expanded in the underdeveloped countries, due attention would need to be paid to the requirements of the information media, and to the vast new possibilities offered by recent technological advances for expansion of news agencies. In addition, action would be needed to increase the flow of news on telecommunication channels, since cheap and adequate technical facilities are a prerequisite to effective operation of national news agencies. The Economic and Social Council, it will be recalled, itself re-examined this problem in 1959 and expressed the hope that, as one measure, efforts would be continued to introduce reduced international rates for the transmission of press dispatches as expeditiously as possible(53).

Paralleling assistance for the development of the national news agencies would be measures to encourage co-operative arrangements between them to increase the flow of news. Such arrangements might be facilitated by meetings of representatives of the mass media in each region. These meetings might consider such matters as the provision of a summarized news service at reduced cost to newly established newspapers or broadcasting services during their early years of operation; the promotion of news exchange agreements among existing agencies; and the possibility of pooling correspondents of agencies or individual newspapers or broadcasting services in world news centres.

(ii) Newspapers and Periodicals

The primary objective here would be the effective establishment of the press in each country, with particular emphasis on development in rural and semi-rural areas. The expansion of provincial publications adapted to the language and interests of rural population would be a basic measure in a development programme.

First steps might be the provision of expert missions to advise on the financing, capital equipment, location, business management and production of newspapers and periodicals. Once the blueprints have been drawn up, there would remain the major problem of financing newspapers and periodicals which, particularly in the case of smaller enterprises, frequently have great difficulty in obtaining loans through normal credit channels. Governments might consider means of helping such enterprises to obtain credits from public or private sources, a possible channel being the "development banks" now established in various countries. In the entire programme for the development of newspapers and periodicals, the granting of liberal fellowships to press personnel would also play a key rôle.

Of equal importance is the availability of newsprint and other printing paper in greater quantities and at lowest possible cost. Technical and financial assistance might be furnished to countries wishing to undertake or increase the production of printing paper; the possibility of establishing regional centres for paper production might also be explored. In addition, governments might encourage the formation of national newsprint purchasing co-operatives to enable publishers to obtain supplies at lower prices through long-term contracts. The possibility might be examined of supplying newsprint to newly established publications at reduced cost during their early years of operation. As noted under the general recommendations, relief from customs duties is also an important factor in the distribution of newsprint supplies.

Another widespread problem, due largely to lack of capital, is the dearth of even moderately up-to-date printing and composing machinery.

Attention might be given to the application of new printing techniques, particularly for the publication of newspapers in national or local languages. In addition, the immediate equipment problem might be alleviated by governments and professional organizations in assisting the transfer from the developed countries of idle equipment which could be reconditioned for use in the underdeveloped areas.

Continuing advice and assistance in the production of newspapers and periodicals might be offered through the establishment in main regions of a Press and Graphic Arts Institute. Such institutes might afford training in the managerial, editorial, financial and technical aspects of the production of newspapers and periodicals; they could also assist in conducting training programmes for the printing trades. In addition, they might assist the eventual formation of national press and graphic arts centres. In the meantime, seminars conducted in the various regions, wherever possible in co-operation with the professional organizations concerned, might provide certain limited training facilities and permit the exchange of experience immediately needed for development of newspapers and periodicals.

(iii) Radio Broadcasting

Unsurpassed in speed, range and economy, radio broadcasting is particularly suited as an instrument for information and education in the less developed countries. However, if radio is to serve these countries to the extent of their special requirements, two objectives would need to be met: firstly, broadcasting services should be made very widely available; secondly, the programmes produced should serve educational purposes particularly as well as the special needs and interests of rural audiences. In attempting to accomplish in a matter of years a task which has been the work of centuries in the advanced countries, the underdeveloped regions cannot rely on the traditional means of education alone but are turning to radio broadcasting which, like film and television, offers immense possibilities for instruction through the media of mass communication.

In developing their broadcasting services, the underdeveloped countries are confronted with the basic problem of assuring nation-wide coverage with the limited resources at their disposal in terms of finance, equipment and personnel. In addition, most of these countries have inadequate electrification and are located in the tropical zone where conditions of radio transmission and reception are difficult.

The last Administrative Radio Conference of the International Telecommunication Union (Geneva, 1959) examined the technical problems of broadcasting in less developed countries and adopted two important recommendations. Firstly, the conference recommended that governments use frequency modulation transmissions in their national broadcasting services as a means of assuring improved reception and eliminating many of the difficulties of transmission, particularly in the tropical zone. Secondly, the conference requested a study on the production of low-cost receivers for use in the underdeveloped countries. This study is being carried out by the International Telecommunication Union, in co-operation with Unesco and the Regional Economic Commissions of the United Nations.

A large-scale increase in the production of low-cost receivers, as the Radio Conference emphasized, is essential for the expansion of broadcasting in less developed countries. An immediate target for those countries might be the achievement of the "Unesco minimum" of five receivers per 100 persons, and ultimately, the target might be one receiver for every family. Governments of the underdeveloped countries might accordingly examine with the Regional Economic Commissions the possibility of encouraging the domestic manufacture of receivers. Special attention might be given to the production of battery-operated, transistorized sets for use in non-electrified areas and the establishment of servicing centres to maintain them.

In the development of national broadcasting services, expert missions might be of considerable assistance in advising on the planning of services and on the equipment, installation and operation of broadcasting stations. Within the framework of the ITU and particularly of its International Consultative Radio Committee, many opportunities exist for the co-ordination of national plans for the development of broadcasting and the better use of frequency allocations.

While an increase in both transmission and reception facilities is essential, the very considerable present development of broadcasting in many of the underdeveloped countries lends importance to the more affective use of existing services. Essential elements are the improvement of programme standards and the use of radio for information and education. Regional seminars might be held at which the broadcasting profession could work out methods of achieving these objectives, as well as the greater exchange of programmes between countries. Such seminars might also study the possibility of pooling resources for the production of programmes. All of these forms of co-operation might be promoted by the establishment of regional exchange centres.

Training would be a key factor both in the improvement of programming and the development of broadcasting techniques. Liberal provision of fellowships and study grants might accordingly be made for the training of professional and technical personnel, both within each region and in the advanced countries. Encouragement might also be given to the establishment of national and regional training centres and to the expansion of bilateral arrangements between countries for the training of broadcasting personnel. In the promotion of the use of radio in education, special attention might be given to the production of programmes designed for rural audiences, such as the farm forums which enable village groups to listen to and comment on discussions on agricultural and other questions. In areas where large-scale literacy programmes and general educational facilities are lacking, radio broadcasting may well serve as a direct training tool at all levels.

Professional associations can play a vital rôle in the development of radio broadcasting as well as of television in the underdeveloped countries. Some national professional associations have already formed regional bodies which might now assume additional functions in the training of personnel and the exchange of programmes. Elsewhere the establishment of national associations and regional co-operative bodies might be encouraged so that they can play their full part in the development programme.

(iv) Film

The powerful impact of the visual media makes film, particularly in view of the spread of television, an increasingly important means of information and education. Full account should be taken of its potentialities in any programme for development of the information media in the less developed countries.

A first measure would be to encourage the development of existing organizations for the production, distribution and use of films and to assist the establishment of these facilities in areas where they do not exist. Governments might consider the possibility of participating directly in these activities through the setting up of governmental agencies or, alternatively, of lending assistance by means of development loans, tax exemptions and other initial concessions.

Encouragement might be given particularly to the production and distribution of documentaries, newsreels and educational films for use in theatrical and non-theatrical circuits, as well as for television. Special attention might be given to the use of such films for education in rural areas and to educational films in general. Technical and financial assistance might be extended to countries wishing to develop their film services in this way.

The training of professional and technical personnel is a key element in the effective development of film. Governments of the underdeveloped countries might accordingly examine the possibility of establishing or assisting the establishment of national or regional training centres. These measures could be combined with an internationally assisted programme including training fellowships, missions of experts and arrangements for the exchange of students and teachers, as well as refresher courses for professionals in the film and television fields. Emphasis would need to be placed on training not only in production, but also in the distribution and use of films, particularly in rural areas. Such centres might also provide for the training of television personnel.

The production and distribution of films in the less developed areas is generally marked by a lack of mutual knowledge of what is being done by the countries of each region. Encouragement might accordingly be given to the establishment of arrangements to co-ordinate the production and use of films and to exchange information and materials. Some action of this kind has been taken in certain regions with regard to newsreels, but very little with regard to documentary or educational films. Such arrangements could be made through existing production or distribution services or through regional training centres. Differences of language in certain regions could be overcome through the production of various language versions of the films exchanged. Co-operation between countries might be further advanced through regular regional meetings of key personnel in the production and use of films. Such regional meetings may well provide the basis for establishing and maintaining systematic exchange arrangements.

A widespread problem is the lack of equipment and materials for film production and exhibition, due largely to shortages of foreign currency needed for their importation. As already suggested under the general recommendations in this chapter, governments might consider making bilateral or other arrangements so that essential purchases could be made with local currencies. In addition, groups of countries might consider sharing studio and laboratory facilities or undertaking the co-production of films. Regional co-operation might also be enlisted in the production of basic materials such as raw stock and certain types of equipment. In particular, a study might be made of the possibility of stimulating the production of low-cost projectors for use in schools and rural areas.

(v) Television

The extraordinarily rapid spread of television in almost every region of the world and the boundless opportunities thus offered for popular education and enlightenment makes this medium a key factor in a country's planning the mass communication field. Such planning would need to foresee the introduction of television at the proper juncture in the nation's technical and economic development. Many decisions are entailed as to the timing and character of a national television service, and, while these will vary from country to country, much can be gained from international co-operation and an exchange of experience at the earliest stage. The development programme foreseen by the United Nations may help to provide these opportunities and thus be of particular assistance in the television field. In view of television's potentialities as an instrument for teaching, educational programming should be given very high priority from the start.

Foremost among the problems faced in establishing television in the less developed countries are the lack of financial resources; shortages of qualified technical personnel and maintenance facilities; absence of suitable programme material; limited range of television signals; and inadequacy of electricity, communications and other resources needed to develop reception. Careful planning is therefore required to avoid the introduction of television where it is not viable. There should be assurance that it will reach the bulk of the people in the country, including those in rural areas. Any assistance to help develop television would also need to be directed towards programming and the use of the medium generally in a way that is consistent with the cultural roots and needs of the people.

When the decision has been taken to establish a national television service, various forms of assistance could be made available. Fellowships could be provided for the training of engineers, programme personnel and specialists in management, educational television and audience relationships. Missions of experts might advise on the setting up of experimental stations and the training of audience research teams on a national basis. Instructors and research workers might be provided to staff national and regional training centres, seminars and workshops. In addition, information could be continually supplied on research and developments in the programming and technical fields.

A major requirement would be the availability of receivers suitable for local conditions of reception. A study might therefore be made of the possibility of encouraging the production or assembly, on a regional basis, of low-cost receivers. The spread of television could be considerably stimulated by community viewing, based on the organization of teleclubs which afford opportunities for discussion on programme topics of special interest. The immediate target in a country might be the "Unesco minimum" of two sets per 100 persons, which would be the barest requirements for effective community viewing.

Training is another basic element in the development of television. Fellowships could be provided for the training of senior engineers, programme staff and management personnel in countries where television is in varying stages of development. Training for technicians, junior programme and management staff could be provided locally or regionally. Initial instruction could be given by experts at experimental television stations. Subsequently, groups of countries might set up regional centres for training in management and engineering programme techniques, and educational television, including community viewing. These centres might also provide facilities for research.

Regional co-operation could also be enlisted in achieving agreement on such matters as technical standards, frequency allocations and the availability of television channels. Another field for such co-operation would be the promotion of the exchange of filmed and, eventually, live programmes between the countries of a region.

FINANCING A DEVELOPMENT PROGRAMME

The survey carried out by Unesco on "the problems of providing technical assistance" has thrown light on certain aspects of the financing of measures for development of the information media. The following observations have been included so as to complement the foregoing conclusions and recommendations and to allow for their realistic assessment in the light of existing possibilities for financing a development programme.

It might first be noted that, in the initial phase of a development programme, the emphasis would presumably be on pre-investment surveys, the preparation of "blueprints" for mass communication projects, training of journalists and technicians and, as a corollary, the establishment or expansion of professional associations of the mass media. Succeeding phases of the programme would involve the long-term investment of capital and the extension of commercial credits for the establishment, expansion and maintenance of newspapers, news agencies, radio broadcasting and television services, as well as for the production and exhibition of films.

Financial assistance during the initial or planning phase of the development programme might be sought through channels in the pre-investment field. Internationally, these channels include the United Nations Expanded Programme of Technical Assistance and the United Nations Special Fund and, bilaterally, the corresponding facilities provided by the technical assistance or pre-investment programmes of governments or of regional agencies such as the Colombo Plan. In a number of cases, such as that of the Special Fund, it would appear necessary to link individual mass communication projects fairly closely with subsequent investment and the development of economic productivity, as distinct from the more social or cultural aspects of information.

For the succeeding or investment phases of the programme, investment capital and commercial credits might be obtained from a number of sources, private and public. In both the private and public sectors, domestic and foreign channels might be utilized.

Since development of the information media in general requires normal profit-making investment, the natural primary source of finance would be private capital, whether domestic or foreign. Private capital might be involved, for example, in the domestic production of radio receivers or newsprint, although the possibilities of joint participation by government and private capital in such enterprises should not be overlooked.

In the case of newspapers and films, foreign private capital may be invited to invest side-by-side with domestic capital in certain underdeveloped countries. In certain other countries, governments may be inclined to reserve investment in these media to domestic sources, and, in the case of documentary films and newsreels, to sponsor production directly. It may be noted that in some of the underdeveloped countries, smaller newspaper enterprises find it extremely difficult to raise credits through normal financial channels, since the domestic commerical banks grant loans on a short-term basis only. A possible means of arranging long-term loans for such enterprises might be to enlist the aid of the "Development Banks", such as those recently established in a number of Asian countries with the assistance of the International Bank for Reconstruction and Development.

As for public foreign capital, there is a possibility of loans of the type which the International Bank makes to governments or on government guarantee. Similar loans are also available bilaterally from various governmental institutions and by direct access to the major capital markets of the world. One difficulty is that the development of the information media, being part of the general "social infrastructure" of the economy, may not be directly profit-making and hence a loan might not be justified on a direct project basis. However, in the case of the International Bank this would not necessarily preclude a loan, since the effect of development of the media on the economy as a whole would be taken into account rather than the profits directly recoverable.

A second difficulty with loans from the above sources is that they must, in general, be repaid in foreign currency. Development of the information media is not generally a means of earning foreign exchange, although it may help to save foreign exchange by reducing imports of newsprint and other materials. The primary factor in this case would be whether the general foreign exchange situation of the country concerned is sufficiently secure to assure the repayment of loans in foreign currency.

Another possibility, especially for loans to private enterprises, is the International Finance Corporation (IFC), the smaller affiliate of the International Bank, which makes loans to industry without government guarantees. Loans from the International Bank, the IFC and similar financial sources have been strongly concentrated on the economic infrastructure, especially transport and power. This has facilitated the development of the media indirectly, since improved power supplies facilitate the expansion of radio broadcasting and television, while improved transport eases the distribution of newspapers, films and other materials. The International Bank has also made loans directly towards the expansion of telecommunications and might therefore be a source for development of the broadcasting media.

More recently, increasing attention has been given to the financing of the type of project to which development of the media normally belongs. That is, projects which belong in part to the social infrastructure (such as education, health and information) rather than the economic infrastructure, and which may not be directly paying propositions on an individual project basis or on their individual foreign exchange accounting. Such loans may be granted on very long term (up to 50 years), and at interest rates as low as two per cent. Above all, they do not necessarily have to be repaid in foreign currency.

Loans of this kind are particularly suitable for development of the media. They are now available on a multilateral basis through the International Development Association, the larger affiliate of the International Bank. On a bilateral basis they are available through various government institutions. On a regional basis they are available through institutions such as the Inter-American Development Bank. It may be expected that much of the future foreign financing of mass media development would be channelled through institutions of this kind.

These possibilities for financing a development programme might appropriately be examined following upon the completion of "blueprints" for the national expansion of the mass media. Governments might at that stage afford a certain priority to mass communication projects in the national financing of new enterprises or in their requests for long-term loans or other financial assistance under bilateral or multilateral aid programmes.

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